OCTOBER 13, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

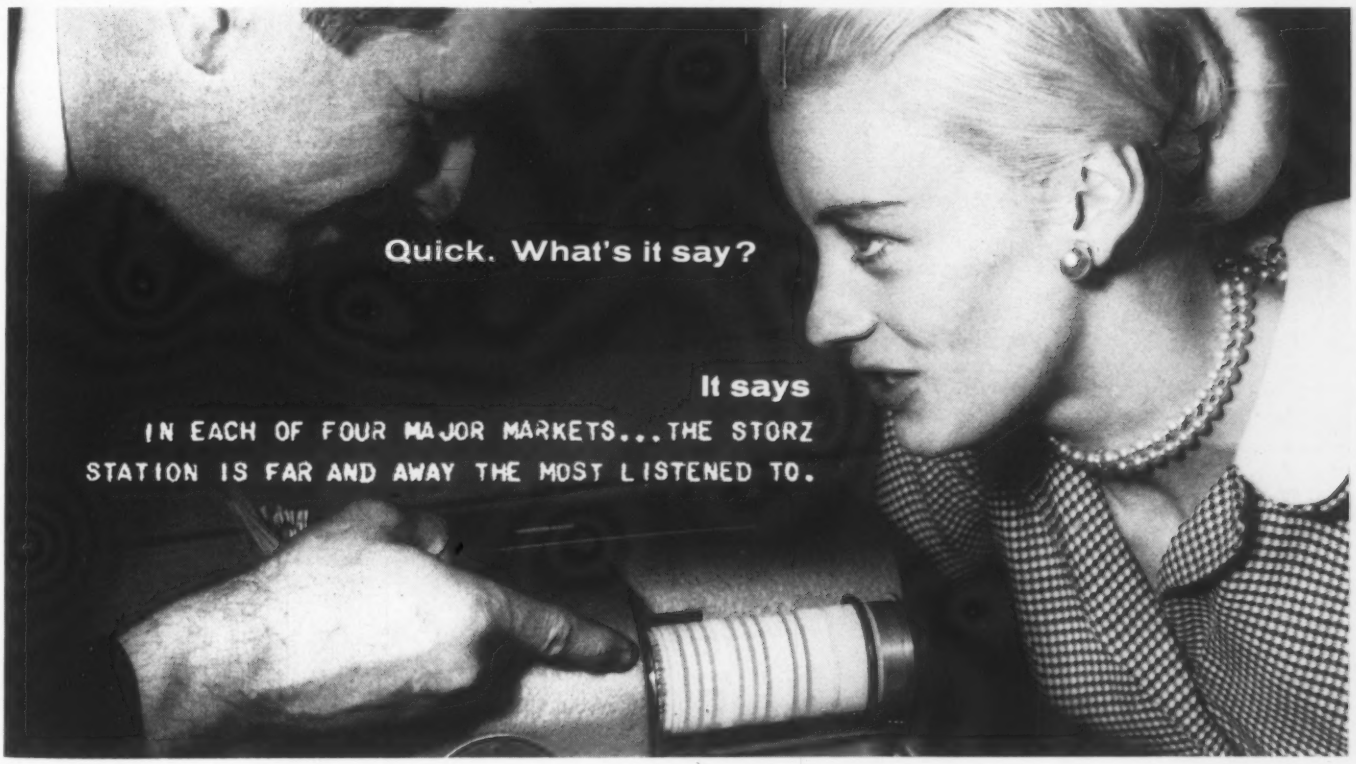
IN THIS ISSUE: COMPLETE INDEX PAGE 7

TvB flips open the record in inter-media fight for auto budgets Page 33

Why Reynolds Metals plunked down $6 million plus for radio-tv Page 36

Interview: the paradox of high price for low cost-per-thousand Page 58

FTC gets tough, lays down rigid rules for price advertising Page 106



MINNEAPOLIS-ST. PAUL . . . WDGY is first morning . . . first afternoon . . . first all-day with a 32.8% average Hooper. First on Pulse, too . . . and first 175 of 240 daytime Pulse ¼ hours. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, 96-county Area Pulse. All-day averages as high as 48.5%. (Nielsen) Note too: 50.2% of men and women who listen to top 4 K.C. radio stations listen to WHB. You get coverage, audience, men and women—on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIX is first all-day—metro *and* area. BULLETIN: New 52-County Area Pulse (Texas to Florida) shows WTIX way out front morning, afternoon, evening. That's what 5,000 watts and 690 kc. have done! Other data: Hooper: 32.8%. Pulse: 360 of 360 daytime ¼ hours; 499 of 504 overall ¼ hours. Talk to Adam Young . . . or WTIX General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (40.5%) . . . and first in 264 of 264 quarter hours; Pulse . . . 432 of 432 quarter hours; South & Central Florida Area Pulse . . . also Trendex. Next time you're in Miami, hear for yourself the sounds that make it so. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

COMING SOON:
KOMA
OKLAHOMA CITY

This gallery of famous faces points up a pet theory of ours. Way we see it, most television stations today are up to their transmitters in half-hour run-of-the-reel dramas, and long-long, late-late movies. A good deal of it pap.

As most of the popular magazines have discovered, there's been a wide swing in readers' tastes from fiction to feature. The same, we think, holds true for viewers.

They're looking for what could be called Realism . . . articulate people discussing current subjects without the stranglehold of network censorship . . . and great artists performing LIVE with the electric immediacy of the theater.

Some three years ago, KCOP originated Live Personality Shows in Los Angeles, and we've gone strong for them since. Currently, Tom Duggan and George Jessel, and their starspangled guests spin out 13 night-hours of delightful entertainment each week. And more cooking.

As a Hollywood station, we've been fortunate in having our studios graced by the most illustrious guests in showbusiness . . . as these pictures verify. We'd need several more pages to show them all.

There's more to come in our Fall picture and we think it's sharp and entertaining.

KCOP 13

1000 N. CAHUENGA,
HOLLYWOOD 38, CALIFORNIA

Represented nationally by Edward Petry & Co., Inc.

Coverage that Counts!

WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Basic

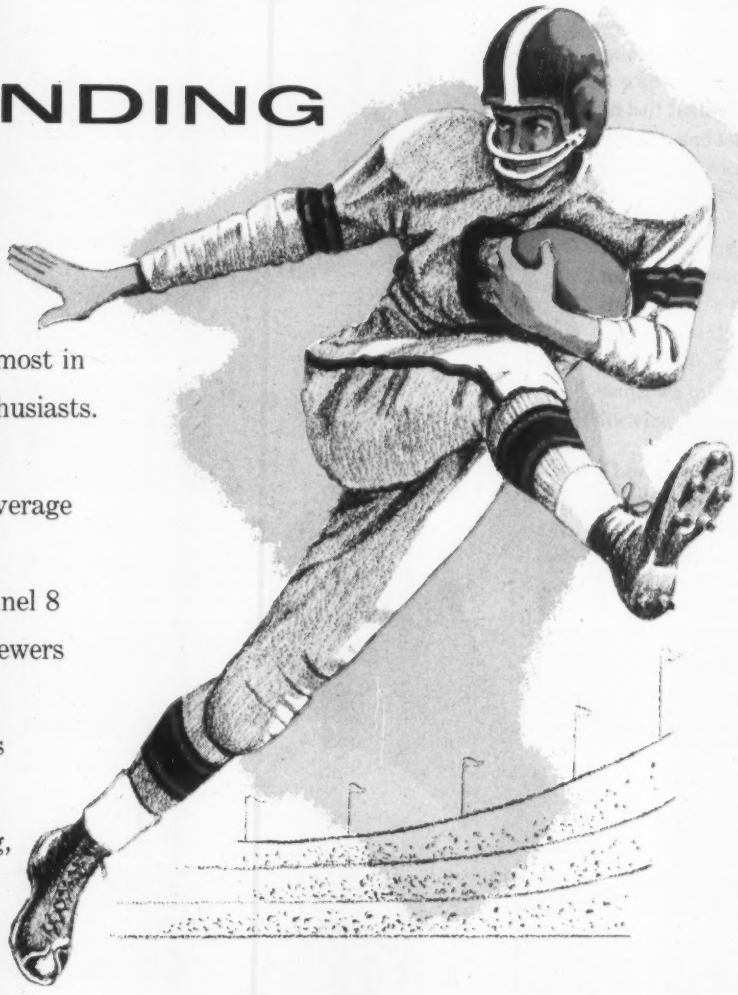
CBS

NBC... ...ABC

Represented by the **P.G.W. Colonel**

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

OUTSTANDING



Every fall, football rivalry is foremost in its appeal to American sports enthusiasts. Equally outstanding in its field is WGAL-TV's unique *multi-city* coverage which costs you less by far than *single-city* coverage. Pioneer Channel 8 station WGAL-TV is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin.

$6 2/3 billion annual income
$3 3/4 billion retail sales
942,661 TV sets

WGAL-TV

CHANNEL 8—Lancaster, Pa.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: **The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco**

closed circuit.

CARRYING THE WORD • Decision of CBS to drop one of its two uhf stations (ch. 18 WHCT-TV) and affiliate with ch. 3 WTIC-TV Hartford (story page 120) was received with mixed feelings at FCC. Members of FCC were personally told of move last Thursday by William B. Lodge, CBS vice president of affiliate relations and engineering, and Joseph H. Ream, Washington vice president. Concern was expressed over effect of another uhf station demise upon mixed allocations structure and in light of FCC's current consideration of both Network Study Report and current but unrelated reappraisal of uhf-vhf allocations.

•

By dropping Hartford uhf, CBS evens count with NBC, which on Oct. 1 went dark with its ch. 17 WBUF-TV Buffalo and affiliated with ch. 2 WGR-TV. Each network now is operating one uhf—NBC's ch. 30 WNBC (TV) Hartford-New Britain and CBS' ch. 18 WXIX-TV Milwaukee. Since 1952 lifting of freeze, 144 uhf stations and 33 vhfs have been deleted, excluding CBS Hartford station.

•

STRATEGIC RETREAT • It's considered virtual certainty that before general meeting of affiliates in New York Oct. 22-24 NBC-TV will come out with fresh statement on 1959 Daylight Saving Time plans, at least compromising its proposal to have Standard Time stations pay line charges for delayed programs in DST months [AT DEADLINE, Aug. 18]. Original proposal, it was estimated, would have cost NBC-TV's approximately 115 Standard Time affiliates 5¼% of their network revenues. Since then, CBS-TV has taken position that delivery of programs is "basic responsibility" of networks and announced it will spend over $1 million for extra circuits and videotape operation in 1959 DST period without asking affiliates to defray any part of cost [AT DEADLINE, Sept. 8]. ABC-TV officials have said that they too will stick to no-charge policy.

•

In move to beef up its sales department, CBS-TV network is expected shortly to move Ed Bunker, now vice president and director of affiliate relations [see OUR RESPECTS, page 28], into new, important sales post, working with sales vice president Tom Dawson. When move comes—about middle of this month—Carl Ward is slated to move up from national manager of affiliate relations to take over Mr. Bunker's job.

•

TV TARGET DATE • To expedite new evaluation of tv allocations, FCC will meet periodically with its special staff in hope of action by year end. First such session probably will be held this week, at which staff will give status report. Final action, however, can not be taken until return of FCC Chairman John C. Doerfer from European telecommunications conference in Geneva, expected in mid or late November. To be determined is future course of allocations, i.e., whether there should be mixed uhf-vhf assignments in specific markets, whether uhf should be abandoned, which inevitably would mean shorter vhf separations and use of directional antennas, or whether, to provide freer competition everywhere, there should be full transition ultimately to uhf.

•

FCC staffers working on tv allocations problems are wearing broad smiles these days. Reason is that Commission has authorized them to spend $10,000 to buy nationwide, county-by-county Nielsen Coverage Study No. 3 [LEAD STORY, *August 25*]. *For first time, FCC staff feels, it will have tool giving them hard and fast figures on people's viewing habits area by area and more particularly how uhf stacks up with vhf both in viewing and in set distribution.*

•

ACTION • It looks as though FCC, at long last, is going to act on revision of archaic license renewal forms which require stations to give accounting of programs by categories and commercial vs. sustaining, public service, etc. Revision of forms has been kicking around for several years [EDITORIAL, Oct. 6]. Staff has contended it had been preoccupied with higher priority assignments and could not complete its recommendations after conferences with Budget Bureau and Advisory Council on Federal Reports, but FCC last week told staff to get busy.

•

Look for early assignment of Charles H. Colledge, NBC vice president in charge of tv network facilities operations, to important post in RCA Industrial Electronic Products Div., headed by Ted Smith. Move is expected about Nov. 1. Mr. Colledge's successor at NBC not yet designated.

•

COX REPORT • While no deadline has been set, Senate Commerce Committee staff report of Kenneth Cox, Seattle attorney, and Nicholas Zapple, committee communications expert, should be completed within next few weeks. Mr. Zapple conferred with Chairman Warren G. Magnuson (D-Wash.) and Mr. Cox in Seattle during past fortnight. Mr. Cox bore brunt of interrogation of witnesses in all phases of television during proceeding, which ran intermittently for three years. He was given carte blanche by committee before adjournment last August to issue report as staff document.

•

Plough Inc., drug-proprietary firm, which owns four radio stations (WMPS Memphis, WJJD Chicago, WCAO Baltimore, WCOP Boston) is shifting from network to selective spot radio effective this month. Through Lake-Spiro-Shurman Inc. it plans to spend roughly $500,000 in radio spot in lieu of like amount expended during past two years on news sponsorship of NBC's weekend Monitor.

•

SECOND LOOK • More than cursory attention is being given by FCC to Storer Broadcasting Co.'s $4.4 million-plus purchase of ch. 6 WITI-TV Milwaukee and related plan to sell or abandon ch. 12 WVUE (TV) Wilmington-Philadelphia, which went dark Sept. 13. FCC considered WITI-TV transfer last Wednesday and, after animated discussion, decided to defer action until this week. Comr. Robert T. Bartley apparently is winning support for his long-held view that when multiple owner seeks to buy additional facilities, hearing ought to be held to develop full information.

•

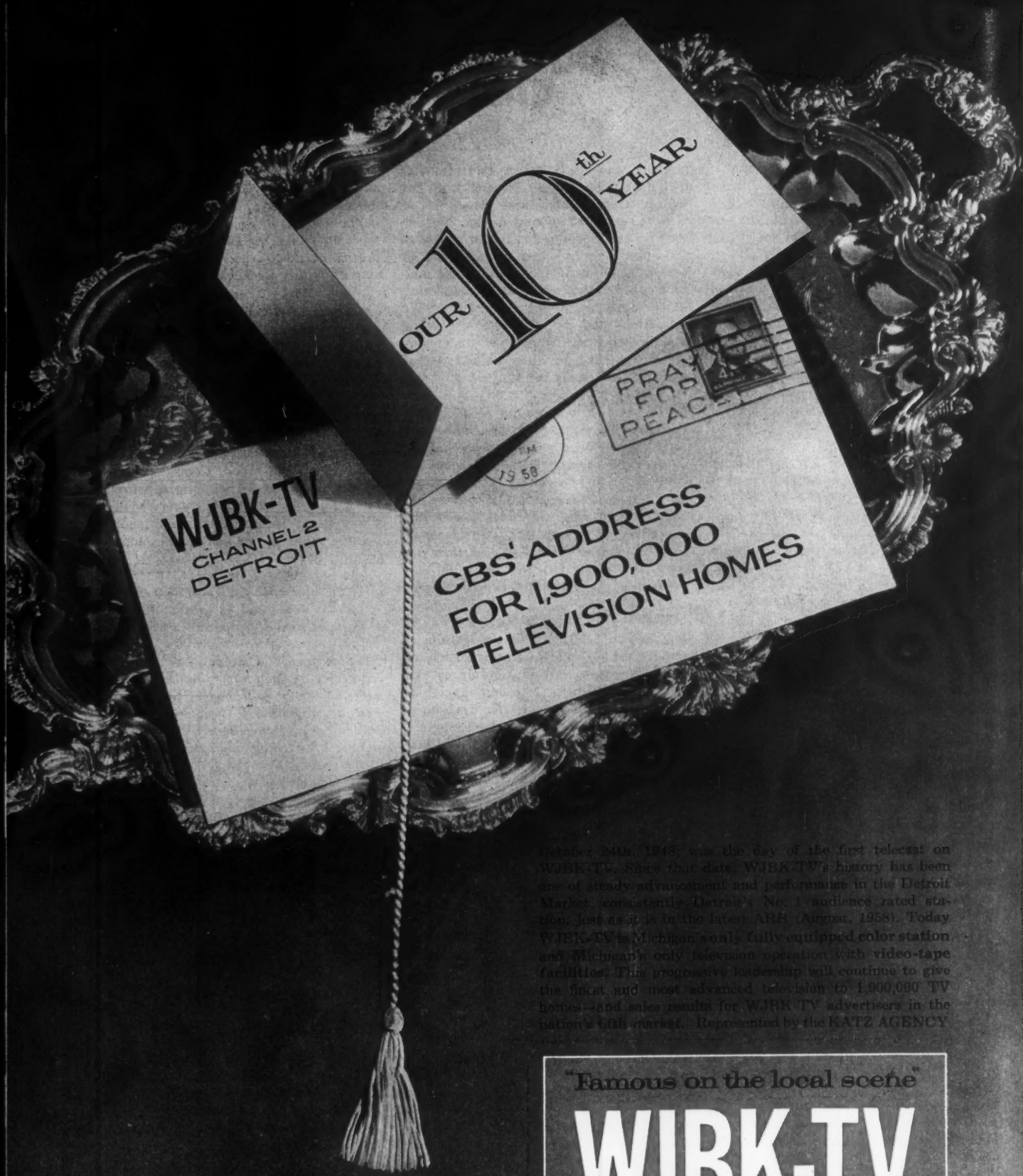
While not much has been said about it, RCA has embarked in astronautical field with plans for vast expansion. It has established new Astro-Electronics Div. at Heightstown, N. J., about five miles from its Princeton laboratory. While it now is utilizing plant on about five acre site, housing staff of 120, it has acquired 70-acre area in anticipation of expansion in newest of scientific industrial fields.

•

DID ROOSTER LAY EGG? • Not if impact was what WJZ-TV Baltimore had in mind when it distributed live roosters to agency people and others last week to promote its fall program schedule as "something to crow about." Some recipients, chicken-hearted, protested such treatment of fowls; others thought it "dramatic promotion." But nobody questioned that arrival of chickens created attention (and no little consternation in some cases). Disposition varied. In New York one agency called humane society pick-up service, was told that at $1 per call society had already picked up 21 roosters.

•

Color television set owners constitute elite and influential market, better paid, better educated and more civic-minded than average citizen. This tentative finding from preliminary report on NBC-BBDO "Colortown, USA" project, issued two years ago [ADVERTISERS & AGENCIES, *Oct. 15, 1956*], *is understood to be confirmed and documented in first formal "Colortown" report, due for release today (Monday). Findings will be promoted to show sponsors that by using color they get something extra while at same time increased use of color should help build color tv audiences. At present, cost of color on NBC is basically same as black-and-white.*



October 24th, 1948, was the day of the first telecast on WJBK-TV. Since that date, WJBK-TV's history has been one of steady advancement and performance in the Detroit Market, consistently Detroit's No. 1 audience rated station, just as it is in the latest ARB (August, 1958). Today WJBK-TV is Michigan's only fully equipped color station and Michigan's only television operation with video-tape facilities. This progressive leadership will continue to give the finest and most advanced television to 1,900,000 TV homes—and sales results for WJBK-TV advertisers in the nation's fifth market. Represented by the KATZ AGENCY

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT
100,000 WATTS

Storer Broadcasting Company

Storer Television

WJBK-TV Detroit · WJW-TV Cleveland · WSPD-TV Toledo · WAGA-TV Atlanta

National Sales Offices: 625 Madison Ave., New York 22, Plaza 1-3940 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498

THE WEEK IN BRIEF

It's War for Auto Dollar—New tv guns are rolled out in battle over Buick media allocations as TvB distributes file of case histories demonstrating television's power to move cars and its increasing share of the dealer dollar. Page **33.**

Reynolds' Mettle—Nation's second largest aluminum company bares its broadcast teeth, explains why it spends over $6 million in tv and radio to promote not only aluminum usage, but also Eskimo Pies and "community goodwill." Page **36.**

Commissionable Confusion—Weiss & Geller sues former client Bon Ami Co. to recover commissions past, present and future; Bon Ami hints counterclaim is in works. Star of pending court battle is barter tv. Page **41.**

From Smokes to Mouthwash, Cosmetics and Fizzies—R. J. Reynolds Tobacco merger with Warner-Lambert pends. Both are leading national advertisers in the broadcast media. Page **42.**

Sportsman and Lion Head—They team up in national spot tv spurt aimed at Christmas shoppers. A preview of a men's toiletries tv commercial. Page **42.**

Carlock Quits—Leaves Calkins & Holden because of "differences" with his partners. It's reported that climax was failure of C&H to merge with Burke Dowling Adams. Page **46.**

What Price Competition?—Red Quinlan, American Broadcasting-Paramount Theatres vice president in charge of WBKB (TV) Chicago, is a man who knows his corporate pressures and lives to tell the tale. As his novel, *The Merger*, is readied for publication, Mr. Quinlan elaborates in a BROADCASTING interview on such tv pressure-builders as competitive pricing and the network-owned station's bread-and-butter assignment. Page **58.** *The Merger* reviewed. Page **25.**

MGM-TV's Financial Boost—Company has some $750,000 allocated for new production of tv pilots, considers tape and is hoping for syndication to stations. Lurking over its shoulder: parent Loew's corporate troubles. Page **85.**

Part II of NAB Conferences—Second half of autumn membership meetings opens today (Oct. 13) in Milwaukee, moving Thursday to Minneapolis, then to Boston and finally to Washington for windup of eight-meeting series. Page **88.**

News Directors to Huddle—Radio-Television News Directors Assn. convenes this week in Chicago with a full agenda that includes further exploration of canon 35. Page **92.**

Making Progress—Depth study of fm by Indiana U. shows medium is making progress in state, with 14 commercial stations in operation. Operating methods surveyed. Page **100.**

Space Tv Relays—Scientists see transoceanic television via passive reflectors orbiting around earth. Space seminar in Washington hears predictions that a number of satellites spinning around the earth may be answer to getting tv across the seas. Page **104.**

Price Must Be Right—Trade Commission orders "get tough" policy in policing fictitious pricing practices in all forms of advertising. Staff is sent nine-point guide to follow in cracking down on violators. Page **106.**

Muzak Goes to Court on Simplex—Firm appeals FCC action ordering its WBMF (FM) New York to go on multiplex operation. Page **108.**

ABC-TV Cranks Up VTR—All of its "Operation Daybreak" programming, which gets underway today (Monday), and most existing daytime shows will be taped to permit delivery to stations at same clock hours across country. Page **112.**

'Plot' Aftermath—CBS Moscow bureau ordered shuttered as Russkies show pique at "The Plot to Kill Stalin." Kremlin gives Paul Niven walking papers, says in view of anti-Soviet CBS programs, network's Moscow bureau "unnecessary." CBS' Michelson views move as violation of principles of mutual understanding. Page **113.**

Papal Recognition—Pope Pius XII was first pontiff to recognize electronic media as important factors in world welfare. Besides his use of radio and tv, pontiff felt deep concern over maintenance of decency standards. Television records for history the final hours in Rome. Page **116.**

CBS Drops Hartford Uhf—Network to affiliate with ch. 3 WTIC-TV Hartford, only available vhf affiliate in market. Stanton says not to do so would risk "serious competitive disadvantage for the indefinite future." NBC-owned uhf station is left competing with two v's in area, similar to situation NBC found untenable in Buffalo. Page **120.**

MR. MISCH

Everyman's Medium—Something about television brings out the artist in everybody and his brother, says Robert Jay Misch of Al Paul Lefton agency. To reduce the overcrowded field of experts, he suggests stern measures in MONDAY MEMO. Page **147.**

DEPARTMENTS

ADVERTISERS & AGENCIES ... 36
AT DEADLINE ... 9
AWARDS ... 127
CHANGING HANDS ... 121
CLOSED CIRCUIT ... 5
COLORCASTING ... 50
EDITORIAL ... 148
EDUCATION ... 128
FILM ... 85
FOR THE RECORD ... 137
GOVERNMENT ... 104
IN REVIEW ... 15
INTERNATIONAL ... 114
LEAD STORY ... 33
MANUFACTURING ... 117
MONDAY MEMO ... 147
NETWORKS ... 112
OPEN MIKE ... 30
OUR RESPECTS ... 28
PEOPLE ... 134
PERSONNEL RELATIONS ... 125
PLAYBACK ... 102
PROFESSIONAL SERVICES ... 126
PROGRAMS & PROMOTIONS ... 129
STATIONS ... 120
TRADE ASSNS. ... 88
UPCOMING ... 136

AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

results

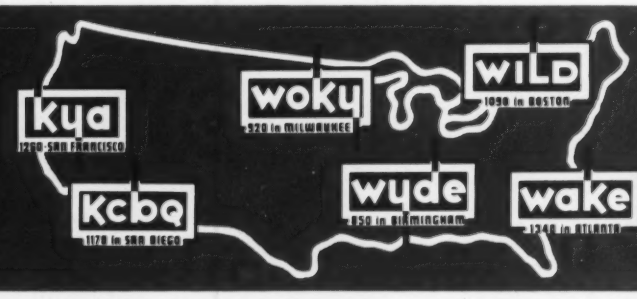
Products sell on Bartell Family Radio because programing is pointed toward results. Audiences are kept alert and responsive by the wonderful games for family fun—a built-in results producer! No passive listening here. But a constant panorama of excitement, companionship, intelligence—packaged with show-, manship, scholarship salesmanship.

Biggest audiences, richest audience composition are by-products of researched radio.

Bartell Family Radio is your must-buy for BUYERSHIP, for sales results.

Bartell It... and Sell It!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

at deadline

Gerity Joins NBC Protest Of Court's Philco Ruling

Michigan broadcaster joined NBC in asking U. S. Supreme Court to review lower court ruling that Philco Corp. has right to protest license renewals of WRCV-AM-TV Philadelphia.

Gerity Broadcasting Co., owner of WNEM-TV Bay City and WABJ Adrian, both Mich., told court Friday if ruling is allowed to stand "doors will be opened wide to an indeterminate number of persons who will be given an opportunity to harass the broadcast operations of Gerity Broadcasting Co.—and of other companies similarly situated—in order to protect competitive positions in industries having no relation to broadcasting."

Brief stated principal owner James Gerity Jr. also was engaged in other businesses, among them meat packing and commercial banking. Both advertise on Gerity stations. If appeals court ruling stands, Gerity said, competitors in these fields would have right to challenge renewal of Gerity stations' licenses.

Appeals court last June, by split vote, ruled that since Philco was competitor of RCA in appliance field it had standing to protest. Philco protested license renewals of NBC stations in 1957, charging that RCA's ownership of Philadelphia outlets constituted unfair competition.

Philco reply to petitions to Supreme Court by RCA-NBC and also Gerity are scheduled to be filed by Oct. 17.

Bon Ami Starts Its Defense

First Bon Ami counteraction in Weiss & Geller breach of contract suit (see page 41) was taken Friday (Oct. 10) when cleanser firm's counsel asked New York Supreme Court to vacate warrant of attachment freezing Bon Ami bank assets. Bon Ami claims that while it is chartered Delaware (or "foreign") corporation, fact that it maintains New York headquarters and conducts principal business in New York makes it resident of state, thus can not be subject to such attachment.

Hankins Heads N. C. Broadcasters

Jack P. Hankins, WELS Kinston, was elected president of North Carolina Assn. of Broadcasters at Friday (Oct. 10) election. Association met Thursday-Friday at Sedgefield Inn, Greensboro. Mr. Hankins succeeds E. Z. Jones, WBBB Burlington, retiring president. Other officers elected were T. H. Patterson, WITN (TV) Washington, tv vice president; Robert H. Hilker, WCGC Belmont, radio vice president, and Cecil B. Hoskins, WWNC Asheville, re-elected secretary-treasurer for fifth term. Next NCAB meeting will be held June 18-19 at Morehead Biltmore Hotel, Morehead City, N. C.

Mack Illness Verified; Arraignment Set Nov. 7

Arraignment of former FCC Comr. Richard A. Mack was set for Nov. 7 in Washington after Dept. of Justice attorneys told U. S. District Court Judge John J. Sirica Friday they had no objection to 30-day postponement request [AT DEADLINE, Oct. 6]. Mr. Mack was indicted by grand jury for allegedly selling his vote in Miami ch. 10 case.

At arraignment of Mr. Mack's friend and benefactor, Thurman A. Whiteside, Oct. 3, Mr. Mack's attorneys told court former commissioner was in hospital and unable to appear for 30 days. Physicians' affidavits described Mr. Mack as suffering from cracked rib and "emotional stress and anxiety." Government lawyer asked court's permission to have Miami U. S. attorney check illness. This was granted and government attorney was told to report back in week. Trial of Mr. Whiteside was set for Jan. 6, with bail set at $1,000.

Yoder Denies Program Changes

Protests against programming changes on NBC's WNBQ (TV) Chicago prompted vice president and general manager Lloyd Yoder to issue statement Friday that "the changes were made with only one thought in mind: to offer programs of more appeal to more members of the Chicago viewing audience."

He said with extension of Paar program into 10:15-10:30 p.m. (CST) period station planned not to curtail but to double amount of newscast time for Clifton Utley but that this was stymied temporarily by salary disagreement which he said was resolved Friday (Oct. 10). Other programs replaced, he said, had little viewer interest.

CBS Was Right After All

Eighteen months after Local 1212, Internation Brotherhood of Electrical Workers, caused cancellation of WCBS-TV New York remote telecast of Antoinette Perry awards, National Labor Relations Board ruled finally in favor of CBS. NLRB posted cease and desist order with IBEW, informing union that CBS Inc. has right to give remote lighting assignments to Local 1, International Alliance of Theatrical Stage Employes, and that any action by Local 1212 to coerce or harass CBS-TV into altering assignments was unlawful. Case has been in and out of court as well as before NLRB since spring 1957 [PERSONNEL RELATIONS, April 29, 1957, *et seq.*].

WNRC-AM-FM Sold; $225,000

Station sale announced Friday, subject to usual FCC approval:

WNRC-AM-FM New Rochelle, N. Y. • Sold by Donald and Frances Daniels to Radio Westchester Inc. for $225,000. Radio Westchester is 100% owned by Martin Stone, radio-tv producer and 50% owner of WVIP Mt. Kisco, N.Y. WNRC is 1460 kc with 500 w, daytime; WNRC-FM operates on 93.5 mc with 1 kw. Plan is for WNRC and WVIP to "network" certain programs to link upper and lower Westchester County.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 36.

'McCOYS' FOR P&G • Procter & Gamble Co. signs to co-sponsor *The Real McCoys* on ABC-TV Thursday 8:30-9 p.m. starting Jan. 1 through Compton Adv., N. Y. Co-sponsor of show since premiere has been Sylvania Electric Products Inc. through J. Walter Thompson, N. Y.

4 WEEKS FOR 5-DAY • Associated Products Inc. (5-day deodorant), West New York, N. J., said to be launching four-week spot tv campaign in about 30 markets on Oct. 20, using station breaks and ID's during day and evening. Agency: Grey Adv., N. Y.

DATES SET • National Biscuit Co. (Dromedary dates), N. Y., will break in early November with extensive spot television campaign using minute announcements that will run through Christmas season. Number of markets not revealed. Ted Bates, N. Y., is Dromedary's agency.

BABY BUSINESS • Beech-Nut Food (strained baby foods), Canajoharie, N. Y., division of Beech-Nut Life Savers Inc., same city, this week is breaking 26-week spot tv campaign with "fair frequency" in small scattered markets throughout its marketing area. Young & Rubicam, N. Y., is agency.

CEREALS ON TV • Best Foods (H-O quick and instant oat cereals), N. Y., is readying new flight of moderate schedule of minute tv spots in limited markets (seven markets on both East and West Coasts), breaking at end of this month and running through first week of December. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

FIRST TIMER • Parson's Ammonia Co., N. Y., in its first regular use of spot tv, will launch campaign in four scattered markets late this month and continuing through early December. Agency: Hedrick & Johnson, N. Y.

at deadline

FCC Asks Court Take Second Look at Biloxi Case

FCC Friday asked U. S. Court of Appeals for District of Columbia for partial rehearing and modification of court's Sept. 18 order remanding Commission grant of ch. 13 at Biloxi, Miss., to Radio Associates Inc. and mandating FCC to make basic findings of fact (order comparative hearings) on financial qualifications of applicants [GOVERNMENT, Sept. 22].

FCC, which made affirmative pre-hearing findings on financial qualifications in contest, said since financial issue was not brought up by either Radio Associates or contestant which appealed FCC grant, WLOX Biloxi, that (1) court lacks jurisdiction to decide issue "not properly presented to it by the parties" and (2) court's holding is misinterpretation of Communications Act since Act, as amended by McFarland Act in 1952, gives FCC leeway to decide on whether to hold hearings on financial, technical and other qualifications.

FCC said court might order basic findings despite lack of legal or constitutional sanction "if no unreasonable burden inimical to the governing public interest were created thereby. But this is far from being the case," FCC said, noting that such rendering of basic finds would require "many man-hours" of FCC time and increase cost of processing radio-tv applications. Commission said not only financial, but legal and technical qualifications would require basic findings under court's interpretation.

Commission noted it used to let basic qualifications be decided in comparative hearing but abandoned this "eight or ten years ago" for present policy, which it felt was in keeping with "spirit" of McFarland Amendment if not "in fact required" by Act.

NAB Fall Conference Windup Scheduled in D.C. Oct. 27-28

Industry speakers will join NAB staff executives in discussions of radio and tv operating problems at final meeting of association's Fall Conference series, to be held Oct. 27-28 at Statler-Hilton Hotel, Washington (early conference story, page 88).

Radio programming will include sales department panel. Participating will be J. Robert Gulick, Steinman Stations; Fred Hague, George P. Hollingbery Co.; W. Frank Harden, WIS Columbia, S. C., and J. Leo Hoarty, WBOF Virginia Beach, Va. Carl Burkland, WAVY Norfolk, Va., will speak on news broadcasts and Richard M. Pack, Westinghouse Broadcasting Co., will discuss music programming. Ben Strouse, WWDC Washington, will report for All-Industry Radio Music License Committee.

Discussion of radio staff organization will be led by A. William German, WTBO Cumberland, Md.; Robert B. Jones, WFBR Baltimore, and G. P. Richards, WCEM Cambridge, Md.

Tv cost methods will be reviewed by Freeman Cardall, WBAL-TV Baltimore, and Richard Stakes, WMAL-TV Washington. Discussion of tv station programming will include talks by Kenneth Tredwell, WBTV (TV) Charlotte, N. C.; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., and Jerome Reeves, KDKA-TV Pittsburgh.

Va. AP's Freeman Awards Presented to WDBJ, WBOF

Virginia Associated Press Broadcasters will present 1958 Douglas Southall Freeman Awards for public service through radio journalism to radio stations WDBJ Roanoke and WBOF Virginia Beach today (Oct. 13).

Dr. Walter S. Newman, president of Virginia Polytechnic Institute, will present the awards at the association's fall meeting in Roanoke. It is second time in four years that WDBJ and WBOF have won.

WDBJ, winner in metropolitan classification for multi-station cities, was cited for presentation of segregation problems. In non-metropolitan classification, WBOF was awarded for taking part in and reporting the successful efforts of area cities to build an open air amphitheatre and produce Paul Green's symphonic drama, "The Confederacy."

NIXON ON CBS-MOSCOW

Closing of CBS Moscow bureau by Soviet Russia "is as significant as what has happened in the Formosa Straits," Vice President Richard M. Nixon said in Columbus, Ohio, late Oct. 9 (see page 113). "In my opinion, far more than war, far more than our armies and navies and our air force, and those of our free world allies, the leaders of the Soviet Union fear the truth," he said, speaking on CBS Radio's *The World Tonight*.

Vice President said action indicates "they must be on very shaky ground if they do not feel that they can even allow a correspondent to remain in Moscow—and we must realize that his (Paul Niven's) dispatches have in the past and would continue to be if he were to remain in the future—to be censored. If they feel that they could not allow him to stay, because of one broadcast that was made in the United States, it proves to all the world that the leaders of the Soviet Union, of the Communist empire, do not want their people to hear the truth."

PEOPLE

L. MARVIN KRAUTER, formerly vice president-general manager, Chicago office of Maxon Inc., appointed executive vice president of Klau-Van Pietersom-Dunlap Inc., same city.

RUDY ETCHEN, formerly public relations director of Browning Arms Co., St. Louis, named vice president in charge of new business development for Erwin Wasey, Ruthrauff & Ryan, Pittsburgh.

JULIAN P. BRODIE, Lewin, Williams & Saylor Inc., to Lawrence C. Gumbinner Adv., N. Y., as vice president.

SAM SEROTA, formerly WIP Philadelphia executive for 18 years, named WPEN Philadelphia director of public service and community relations.

KERMIT BLOOMGARDEN, Broadway producer, signed by NBC-TV to create and produce two live specials during next 24 months. Making his tv debut, Mr. Bloomgarden has had some two dozen hits in past 13 years, current credits being "The Music Man" and "Look Homeward Angel." He also produced others such as "Most Happy Fella," "Diary of Anne Frank" and "Death of a Salesman."

DON WATERBURY, eastern sales manager for Broadcast Time Sales, station representative, N. Y., to Rambeau, Vance, Hopple, N. Y., as national sales manager. With Broadcast Time Sales past two years, Mr. Waterbury formerly was with WABD (TV) (now WNEW-TV) New York as account executive and before that was with WOR New York.

BILL GARGAN JR., formerly department head in charge of program development, NBC, joins Kenyon & Eckhardt, N. Y., as producer in radio-tv commercial production department.

ELEANOR LANIGAN, administrative assistant to Edward Bronson, director of NAB Tv Code Affairs, resigned to join WMAL Washington as sales service supervisor, effective Oct. 13.

MILTON WESTERMAN, formerly sales manager of KMGM-TV Minneapolis-St. Paul (now KMSP-TV), appointed vice president-sales for Midwest of Jaymark Films Corp., N. Y.

WYNN LOEWENTHAL, formerly with advertising-publicity department of Warner Bros. Pictures, N. Y., to newly-created post of director of promotion-publicity for Telestar Films Inc., N. Y., distributor of tv film serials.

IRWIN S. LAMM, formerly with sales promotion department of Forjoe Inc., N. Y., station representative, to research department of ABC Films Inc., N. Y., replacing **ALAN J. LEVINE,** resigned to freelance in producing field.

WILLIAM H. MAYNARD JR., formerly copy chief, Grant Adv., and prior to that with BBDO, joins Ted Bates, N. Y., as copywriter.

WHAS-TV LOUISVILLE

IF IT IS *BIG* AND *IMPORTANT,* IT'S ON *WHAS-TV*

WHAS TELETHONS HAVE RAISED $1,000,110 FOR HANDICAPPED CHILDREN

$1,000,110 has been contributed to six WHAS Telethons. Professional production, ability to demonstrate the need, good talent, much of it from WHAS-TV's own staff, and viewers' confidence that their money would be spent wisely prompted the overwhelming response.

Their money has built classrooms and playgrounds, trained instructors, performed operations, purchased artificial limbs and a muscular dystrophy bus . . . tested the hearing of 95,000 children, established Kentucky's first cancer clinic for children and first cleft palate and harelip clinic, and much, much more.

When BIG, IMPORTANT things are accomplished in Louisville television, they're accomplished on WHAS-TV.

Your Advertising Deserves WHAS-TV Attention . . .
with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!

WHAS-TV
Fisbie
Foremost In Service
Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

DIRECT FROM FABULOUS FIRST RUNS!

ECONOMEE OFFERS YOU..

Smash Re-run

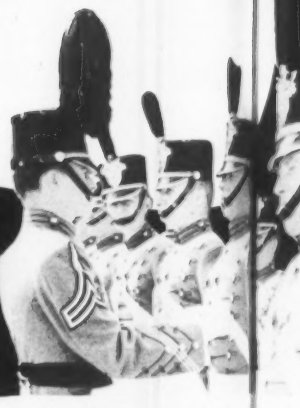
ECONOMEE'S NEW STAR-SPANGLED RATING WINNER

"WEST POINT"

SCORING **FIRST RATINGS** LIKE THESE:

BOSTON	43.5	PITTSBURGH	52.5
BUFFALO	27.7	OMAHA	42.0
MINNEAPOLIS	32.3	SYRACUSE	33.8
CHARLESTON	28.2	PROVIDENCE	37.5

SOURCE: ARB AND PULSE



ACTION! GALLANTRY! EXCITEMENT! Individually or together, these two series with proved audience appeal pack a selling wallop that will top your competition, help increase your sales **fast!**

2 POWER-PACKED PRESTIGE SHOWS W

SENSATIONAL "ANNAPOLIS" RE-RUN RATINGS:

COLUMBIA, S.C. *RE-RUN* **39.1**	BALTIMORE *RE-RUN* **24.5**	JOPLIN-PITTSBURGH *RE-RUN* **22.8**
CHARLOTTE *RE-RUN* **28.7**	LAS VEGAS *RE-RUN* **26.5**	SALT LAKE CITY *RE-RUN* **34.7**
BOISE *RE-RUN* **28.4**	SEATTLE-TACOMA *RE-RUN* **22.9**	NORFOLK *RE-RUN* **20.8**

SOURCE: ARB AND PULSE

GLORIOUS AS OUR COUNTRY'S HISTORY. COMPELLING AS THE CALL TO COLORS!

PRODUCED IN COOPERATION WITH THE U. S. NAVAL ACADEMY, THE DEPARTMENT OF THE NAVY AND THE DEPARTMENT OF DEFENSE!

nRatings!

RATING PROVED! ZIV PRODUCED!

Economee TV

ECONOMEE TELEVISION PROGRAMS

488 MADISON AVENUE, NEW YORK 22, N. Y.

PRODUCED IN COOPERATION WITH THE U. S. MILITARY ACADEMY, THE DEPARTMENT OF THE ARMY AND THE DEPARTMENT OF DEFENSE!

LOOK AT THESE *TERRIFIC* WEST POINT RATINGS:

JACKSON, MISS. *RE-RUN* **26.1**	BIRMINGHAM *RE-RUN* **24.8**	MIAMI *RE-RUN* **28.5**
BOSTON *RE-RUN* **33.2**	DAYTON *RE-RUN* **33.0**	PITTSBURGH *RE-RUN* **44.2**
BATON ROUGE *RE-RUN* **34.8**	BUFFALO *RE-RUN* **28.8**	ALTOONA *RE-RUN* **26.5**

SOURCE: ARB AND PULSE

VS WITH UNLIMITED RATING-OPPORTUNITIES!

ALL THE IMPACT OF A 21 GUN SALUTE

"MEN OF Annapolis"

SCORING **FIRST RATINGS** LIKE THESE:

BOISE	28.6	NEW ORLEANS	49.5
CHARLESTON	33.0	PEORIA	32.5
BUFFALO	26.0	DAYTON	28.4
JACKSONVILLE	31.0	BATON ROUGE	29.1

SOURCE: ARB AND PULSE

TIMELY! VITAL! Win community praise for outstanding public service. Both series available for full or alternate sponsorship or as spot carriers to fit your sales and programming needs.

Always Remember: the BIG GAME In Radio Is the ADULT AUDIENCE . . .

If you want to bag the folks who can buy in the rich Rochester territory, keep your sales message on the track of the ADULT audience, the folks who tune to station WHEC!

91%* OF WHEC LISTENERS ARE ADULTS

*PULSE REPORT—Rochester Metropolitan Area Audience Composition Data — March, 1958

WHEC

BASIC CBS
AM-TV
ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

THE BING CROSBY SHOW

Ordinary criticism cannot be applied to such an extraordinary personality as Bing Crosby. This star has done so much and been so much that the image of what he was constantly obscures the fact of what he is. On Oct. 1, Der Bingle was not the Crosby of 1928—bubbling, buoyant—nor the one of 1938—romantic, quixotic—nor even the insouciant Crosby of 1948, when it first became evident that America's number one pop singer was losing his voice.

Ten years later, his voice is almost gone. Bing almost whispered songs like "True Love" and "Far Away Places" on his ABC-TV special. By sheer force of personality (and superior accompaniment) the songs were made pleasurable if not exciting.

The Bing Crosby of 1958 is affable, amusing, always relaxed, never surprised and never surprising. The theme of his special revue was nostalgia. The pace was slow like a shallow stream in mid-summer. Dean Martin, so akin to his host in song and slouch, was a faint reminder of what Bing once was. Patti Page was an excellent foil for the two crooners in two medleys. Only gospel singer Mahalia Jackson ruffled the revue's placid course with a magnificent interpretation of "Summertime," which drew even the approval of the determinedly blase Martin.

At the end of the agreeable hour, the aura of a myth still hung about Bing Crosby, but it did not gleam as brightly. This question therefore remains: Can a man be criticized for not being now the myth that he once was? And can a viewer be disappointed because he expected more than a mortal, subject to time's erosion, can give? By normal standards, surely not. But, it must be understood, Bing Crosby has never been an ordinary man.

Production costs: Approximately $300,000. Sponsored by Oldsmobile Div., General Motors Corp., through D. P. Brother & Co., Detroit, on ABC-TV, Oct. 1, 9:30-10:30 p.m. EDT.

Producer-director: Bill Colleran; writer: Bill Morrow; special material: Sammy Cahn; music supervisor: Buddy Cole; special effects: John Hoppe.

Featured dancers: Tom Hanson and Thelma Tadlock.

NAKED CITY

That murky realism continentals get into their movies once was explained away by Bob Hope when he said, "They just use dirty lenses." *Naked City* achieved a high degree of realism in its Sept. 30 premiere; and it got the elusive quality, not only in the slums where the action started, but also in the washed, clean-silhouetted New York streets.

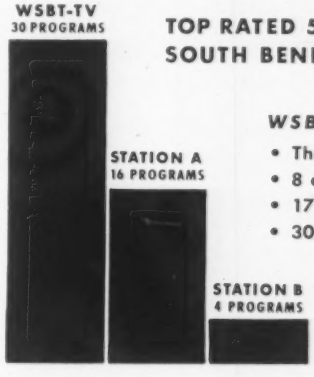
Producer-narrator Bert Leonard's cameras sympathetically followed the misfortunes of Arturo, a Puerto Rican youth sensitively played by Pat De Simone. If the thoughtful commentary seemed lenient with a would-be cop-killer, it lent depth to the character and gave the viewer an empathy not usually felt toward young hoodlums.

After the tense, monosyllabic opening in

WSBT-TV SOUTH BEND, INDIANA'S DOMINANT STATION

PRIMARY COVERAGE—
752,580 TV VIEWERS IN
PROSPEROUS MICHIANA*

Here's How
WSBT-TV DELIVERS
the South Bend-Elkhart
TV Audience



TOP RATED 50 TV PROGRAMS IN SOUTH BEND—ELKHART MARKET

WSBT-TV CARRIES . . . .
- The Top 7 programs
- 8 of the top 10 programs
- 17 of the top 25 programs
- 30 of the top 50 programs

ARB Ratings—June 17-23

No other station or combination of stations comes close to WSBT-TV in the number of top-rated shows carried. Further proof of this overwhelming viewer preference is the fact that WSBT-TV's 10 P.M. news broadcast is one of the highest-rated *local or national* newscasts in the Nation! . . . You're paying for audience—get it with WSBT-TV. Ask your Raymer man for details or write to this station.

*15 counties in Northern Indiana and Southern Michigan. UHF set count, 209,050 —3.6 persons per family.

WSBT-TV SOUTH BEND, IND. CHANNEL 22
CBS... A CBS BASIC OPTIONAL STATION

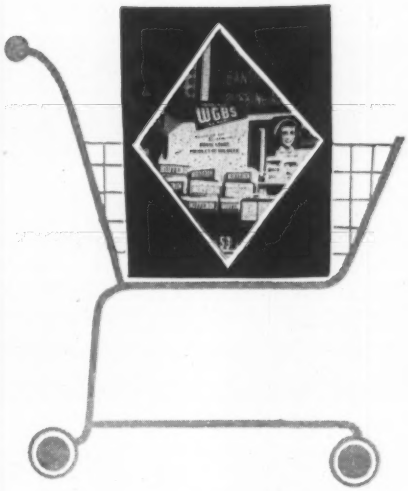
ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

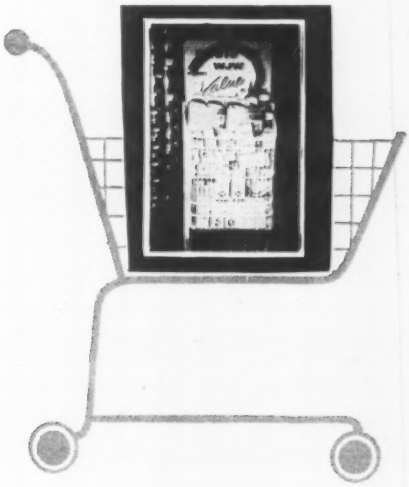
As much as the events of the day, advertisers' products and services are news in the markets of America. Personal supervision by representatives of the fast-working, hard-selling merchandising departments of Storer stations, working with 13 food chains (approximately 750 supermarkets) and 4 drug chains (approximately 220 drug outlets), present this important news at the point of purchase.

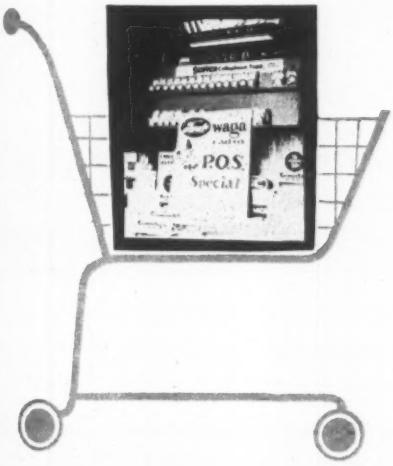
Storer town criers g

It is the vital function of the merchandising town crier to take advantage of the impact of a Storer broadcast and convert response into sales.

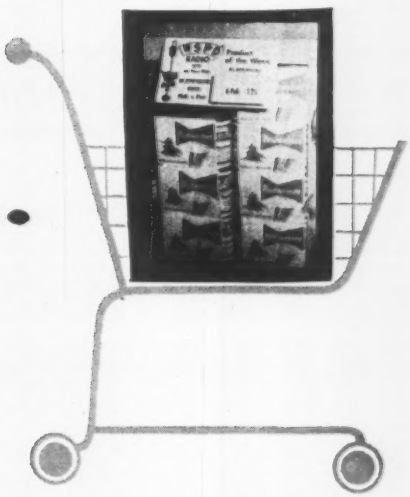
The Storer Broadcasting Company has a special MERCHANDISING DIVISION created to serve advertisers on all Storer stations. For full details, write the New York National Sales Office of Storer Broadcasting.

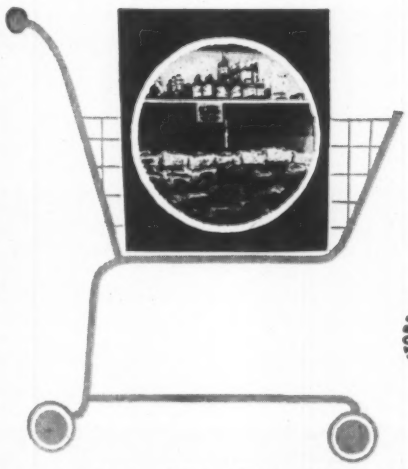






go to market...





STORER BROADCASTING COMPANY

Storer Broadcasting Company

WSPD-TV Toledo · WJW-TV Cleveland · WJBK-TV Detroit · WAGA-TV Atlanta

WSPD Toledo · WJW Cleveland · WJBK Detroit · WIBG Philadelphia · WWVA Wheeling · WAGA Atlanta · WGBS Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

leaps & bounds
All past records in Lubbock's ten-year building boom were broken this month with 30.5 million spent this year on construction.
Lubbock is the fourth fastest growing city in the United States.
WEST TEXAS TELEVISION NETWORK
SET COUNT: 333,645
BIG Names for TEXAS
CBS
KDUB stations
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
President & Gen. Mgr.: W. D. "Dub" Rogers
Nat'l. Sales Mgr.: John Henry

the Puerto Rican household, Assistant Detective Halloran's entrance was a decided let-down. The introduction of cyphers like Halloran and his family into a series, instead of characters per se, generally is calculated to let viewers identify themselves with the hero each week. Nothing new was added to the oft-seen relationship between the newly-promoted detective and his mentor, Lt. Muldoon.

High points of the opening production: a cleverly photographed chase through what appeared to be genuinely surprised crowds and the capture in the New York Coliseum. As cameras came to rest on the grief-bewildered parents of the Puerto Rican boy, it became obvious that the writing-production talent behind *Naked City* could make it a standout series.

Production costs: Approximately $35,000.
Sponsored by Brown & Williamson Tobacco Corp. through Ted Bates and Quaker Oats Co. through J. Walter Thompson on ABC-TV Tuesday 9:30-10 p.m. EDT. Started Sept. 30.
Producer: Bert Leonard; associate producer: Sam Manners; director: Jerry Hopper; assistant director: John Zane; writer: Stirling Silliphant.
Cast: John McIntire, James Franciscus, Suzanne Storrs, Harry Bellaver, Alison Marshall.

THE GARRY MOORE SHOW

Garry Moore until now has had great success in television with an easy-going daytime variety show and as m.c. of a popular panel program *I've Got A Secret.* In his latest endeavor however, Mr. Moore doesn't seem to have found the comfortable surroundings in which his particular talent and type of homespun delivery can carry an hour's worth of nighttime entertainment.

Basically, tv variety is pretty well limited to the general ingredients of guest stars, songs, dances, production numbers, etc. Unlike the shows built around popular singers, in which there is limited dialogue and simple theme, or the shows in which acts are introduced in a vaudeville manner, Mr. Moore's type of variety is really neither here nor there. There is no theme; there is a scattering of unrelated original musical material which up to now is worthy only of single exposure, and there is Mr. Moore floundering in song and dance. The hour lacks the spark that a weekly show of its type has needed in the past, in order to survive.

Production costs: Approximately $80,000.
Sponsored by Revlon through C. J. LaRoche, Kellogg through Leo Burnett and Pittsburgh Plate Glass through BBDO on CBS-TV Tuesday, 10-11 p.m. EDT. Started Sept. 30.
Producer: Ralph Levy; associate producers: Leon Mirell, Herb Sanford; directors: Frank Bunetta, Lewis Freedman; associate director: Mack Bing; writers: Vincent Bogert, Will Glickman, Herb Finn, John Tackaberry; special material: Arnold Horwitte, Irvin Graham; feature editor: Marcia Durant; musical conductor: Howard Smith; choral director and arrangements: Buster Davis; choreographer: Paul Godkin; featured performers Durward Kirby, Marian Lorne.
Guests (first show): Gordon MacRae, Janis Paige, Red Skelton.

ENCOUNTER

It seems ironic that ABC-TV—a network that has made a forte of film shows—would score this season with the most impressive live one-hour drama to date. But from looking at the first of the Canadian Broadcasting Co.-produced shows piped into the network from CBC studios in Toronto, "that's the way the ball bounces."

Take this plot: an RCAF CF-105 jet—one of two models built—equipped with top-secret flying equipment, streaks aloft from a classified base "somewhere in Canada." Equipped with but two hours' worth of gas, the plane returns five months later and its pilot is arrested for treason. At the court-martial, the prosecution narrows the possible routes the plane could have taken to an apparent destination of Soviet Russia.

The solution was "simply" that the flight officer had steered a proper course but was delayed by space creatures for five minutes their time, five months ours. Their object: to determine what made earth people tick.

The play was rather slow on the runway, but once aloft, the production sped along. It's a pity that playwright Donald Jack had to strain viewer credulity to the breaking point by his *denouement.* More so because his thesis was hardly original.

It should be suggested to ABC—which in this case is merely providing the facilities, opening the series to co-op sponsorship—that it ought to enforce decidedly the playing of commercials whose quality is commensurate with that of the program itself. It was a jarring experience to have the mood shattered by ear-splitting harangues on behalf of Dristan cold pills, Raleigh cigarettes and Schaefer beer.

Whatever its shortcomings, this first entry in the Canadian series roared in like a welcome cold wind from the north, one that can only blow good into a season that already seems bloated with blandness and high-financed tripe.

Production costs: Approximately $35,000.
Sponsored co-op on ABC-TV, Sunday, 9:30-10:30 p.m. EDT. Started Oct. 5.
Supervising producer: Esse W. Ljungh; producer-director: Ronald Weyman; sets: Nicolai Solobiox; produced by Canadian Broadcasting Corp. Premiere play: "Breakthrough" by Donald Jack.

THE GREAT GAME OF POLITICS

These Sunday afternoons, while the other networks are quarterbacking the Quemoy crisis, CBS-TV is playing *The Great Game of Politics*—a series of seven studies of the men, issues and problems that make up the off-year election campaign. So far, CBS News has sketched a searing profile of a local politician at work, covered a debate between the two party heads and talked to a pollster whose batting is better than average. Upcoming: a report on the high cost of campaign financing (with Washington *Post-Times Herald* publisher Phil Graham,

the newest things in sight
and sound are coming from

SIGNAL HILL

... home of WDAF-TV and Radio, Kansas City's first and largest broadcasting center. If you know the Heartland, you know that all eyes and ears turn here because Signal Hill stands for stability, something people can depend on .. whether for information or entertainment.

Under National Theatres direction, this character is being conscientiously strengthened each day, with important policy improvements.

Important to whom?

First, important to the million-plus people who watch and listen .. and buy your products ... people who insist on the finest possible programming in return for their time. That's what they're going to get on Channel IV and on 610 ... from us and from NBC.

Important, also, to you who must *sell* this big midland market. The kind of improvements we're talking about will make that selling job easier than it has ever been in Kansas City.

National Theatres pledges both of you new strength in programming ... new appeal in personalities .. new power in promotion and merchandising ... new depth in market information ... new vigor in sales follow-through.

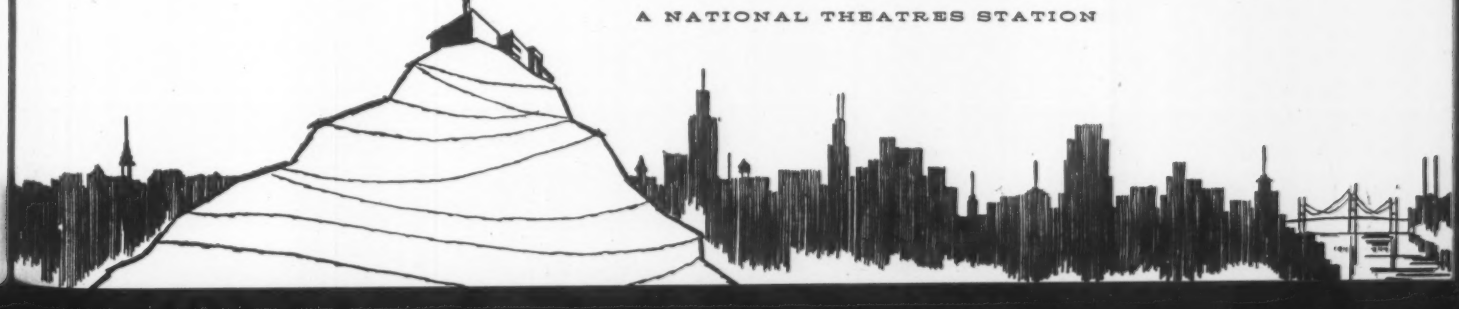
These are the improvements we want to tell you more about. You'll be getting the specific details from us and our good station representatives ...

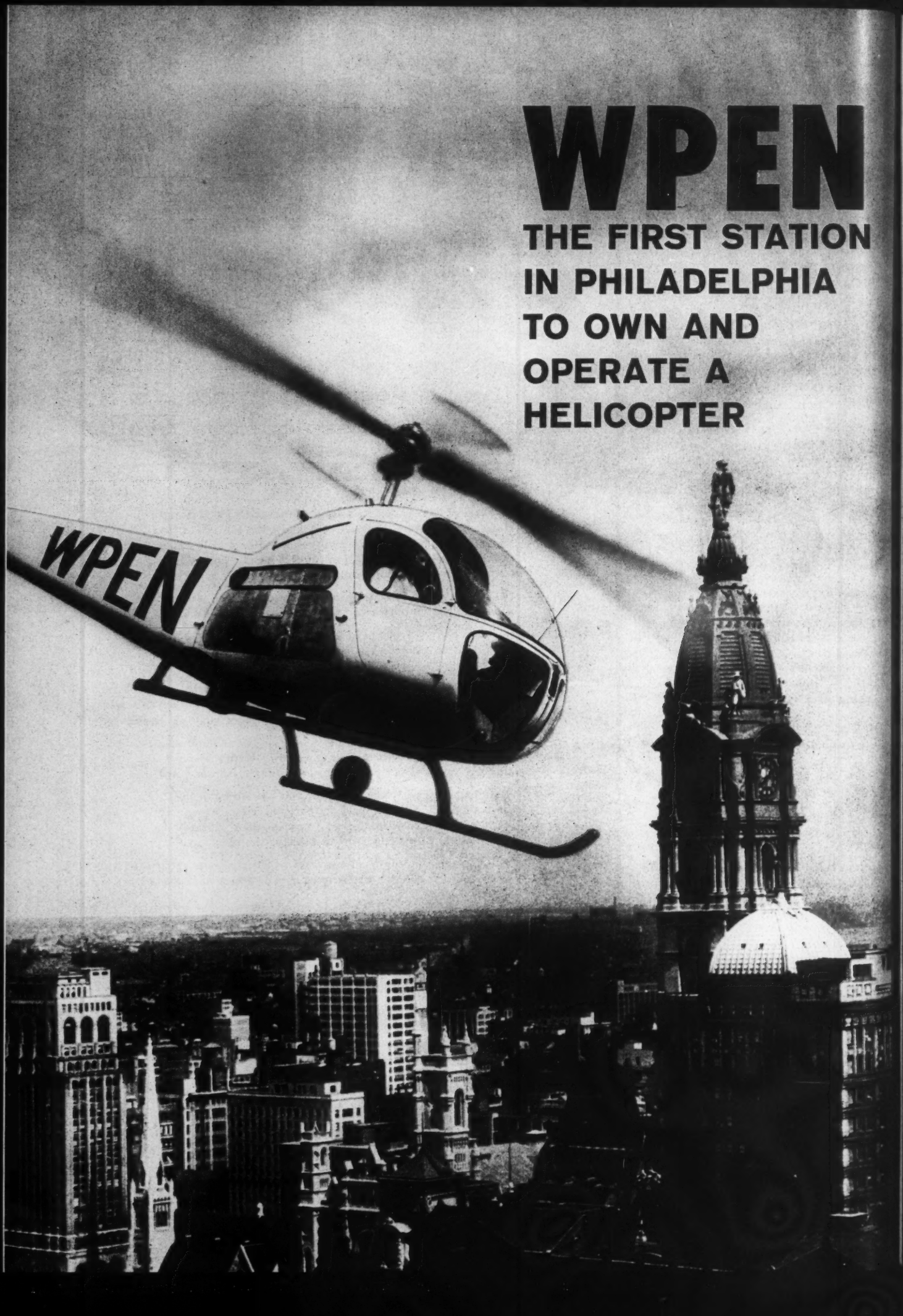
In Television: Harrington, Righter & Parsons, Inc.
In Radio: Henry I. Christal Co., Inc.

WDAF TV 610 SIGNAL HILL KANSAS CITY, MO.

BASIC NBC

A NATIONAL THEATRES STATION




WPEN
THE FIRST STATION
IN PHILADELPHIA
TO OWN AND
OPERATE A
HELICOPTER
WPEN

WPEN

STRENGTHENS ITS SERVICE TO THE PHILADELPHIA COMMUNITY

Ready for daily, on-the-spot traffic reports and special events coverage, the WPEN helicopter is at the disposal of Philadelphia police for emergency purposes. Police Commissioner Thomas J. Gibbons here accepts use of the WPEN Helicopter from station officials.

Here's how the City of Philadelphia benefits from the WPEN Helicopter

WPEN's Helicopter is serving social, religious, civic, fraternal and school groups all over Philadelphia at special events and outdoor activities. During its first month, WPEN's Helicopter entertained some 65,000 Philadelphia families at community functions.

The 'copter is being used freely for on-the-scene reporting and as an aid to the Fire Department for multiple alarm fires.

WPEN

Represented nationally by **GILL-PERNA** *New York, Chicago, Los Angeles, San Francisco, Boston, Detroit*

6 to 60

Sell 'em All

with

RADIO RAHALL

Rahall Stations attract every age group 6 to 60 with every catagory of programming . . . news, music, sports and public service events. Your product is sold by top personalities . . . on these top-rated Hooper and Pulse stations.

WKAP
ALLENTOWN, PA.

Again #1 Hooper, May and June, morning and afternoon. Try the afternoon show 4 to 6 p. m. with Dopey Duncan and Bob Newman.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashau markets. Morning shows 5 to 10 a.m. with Chuck O'Neill and Norm Bailey.

WTSP
ST. PETERSBURG, FLA.

5000 watts, top personality station in the Tampa-St. Petersburg markets. The major league game of the day station for the Florida west coast.

WWNR
BECKLEY, W. VA.

#1 Hooper, morning, noon and night. Morning shows 5 to 9:45 a.m. with Russ Cooke and Gary Dent.

WNAR
NORRISTOWN, PA.

Top Pulse in rich Montgomery County market. Morning shows 6 to 9 a.m. with Tony Bekas and Don Jones.

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davies, Gen. Manager

author of the "Pass a Buck" proposal) and an analysis of smear and fraud.

The series kicked off Sept. 28 with an indictment of a local ward-heeler. Making the indictment: the ward politician himself, 43-year-old Jack P. Russell of Cleveland's 16th ward. Only Mr. Russell seemed blissfully unaware of the damage he was inflicting upon himself. He violated Rule No. 1 in the politician's handbook: he discussed such tricks of the trade as how to reward party loyalty, how to keep tabs on errant voters and how to win votes without committing yourself in any way. Then, heaping insult upon his own (potential) injury, Mr. Russell zoomed to the curb in a white 1958 Cadillac—this in the midst of a constituency of low-income Slavs—popped into the proverbial backroom like a poor man's Carmine de Sapio to talk about his sundry "business interests." These included an advertising agency, a contracting firm and an outfit that has a virtual monopoly in fire alarms (linked to municipal fire houses)—a fact that might compromise his status as President of the City Council.

On Oct. 5, host Eric Sevareid emceed a debate between Paul Butler and Meade Alcorn as they argued their parties' respective positions on civil rights and foreign relations. Their comments were hardly news, but what was novel about the entire proceeding was the noticeable lack of bitterness between the two party spokesmen, both of whom addressed one another by first name. To be sure, Mr. Alcorn's sense of humor, his sly, pixyish smile (implying "I don't really believe this myself but after all, I'm the spokesman . . .") is a refreshing departure from the stuffy self-righteousness one had gotten accustomed to hearing from his predecessor.

Yesterday (Oct. 12) pollster Sam Lubell discoursed on his favorite thesis: that people change votes only when they are directly affected by an issue. In this case: recession. Mr. Lubell also found that New Yorkers are glad that both gubernatorial contenders are millionaires. "They're incorruptible," people told him.

Production costs: Approximately $10,000 weekly.
Sustaining on CBS-TV, live and videotape, 5-5:30 p.m. EDT. Started Sept. 28.
Producer: Bill Weinstein; director: Roger Englander; associate producer: Arthur Morse; writer: Arthur Barron; researcher: Stanford Mirkin; narrator: Eric Sevareid.

THE JACKIE GLEASON SHOW

Jackie Gleason returned to live television Oct. 3 after an absence of 18 months with the same basic approach that endeared him to many millions of viewers. Unfortunately, the script for the premiere performance was ordinary, and it is a tribute to Mr. Gleason that he rose above his material.

As in the past, a bevy of pretty girls introduced the show and Mr. Gleason (slightly slimmed-down) glided gracefully around the premises. In his longest sketch involving Reggie Van Gleason III, the playboy, there were some touches of humor but they were spotty. Assisted by Buddy Hackett as a Chinese houseboy, Reggie made an appearance before a congressional investigating committee.

A prediction: before the new Gleason show gets worse, it will get better.

Production costs: Approximately $62,000.
Sponsored by Pharmaceuticals Inc. through Parkson Adv. and Lever Bros. through J. Walter Thompson Co. on CBS-TV, Friday, 8:30-9 p.m. EDT. Started Oct. 3.
Producer: Stanley Poss; director: Frank Satenstein; writers: Marvin Marx, Walter Stone, Howard Tedder; announcer: Jack Lescoulie; music director: Ray Bloch; associate director: Bruce Minnix.

BEHIND CLOSED DOORS

Where J. F. Dulles stops short of the brink, the intelligence agents of this latest cloak-and-dagger series keep going.

The opening installment had a seaborne agent within seconds of starting a war, depth-charging a Russian sub discovered spying on American rocket tests off the Florida coast. When the agent holds back on dropping the charges, his helpmates, and the viewers too, immediately assume he's working with the Reds. All ends happily when it becomes clear that the U.S. didn't really want to sink the Russian boat, just scare it away.

Moments of suspense were few and far between, in this cliche-riddled drama. However, excellent film editing of rocket launchings and a PT boat chase of the Russian sub provided an exciting, dramatic conclusion to an otherwise dull 30 minutes.

Production costs: Approximately $38,000.
Sponsored by Whitehall through Ted Bates and Liggett & Myers through Dancer-Fitzgerald-Sample on alternate weeks, on NBC-TV Thursday 9-9:30 p.m. EDT. Started Oct. 2.
Produced by Screen Gems and Jane Gallu Productions; producer: Sam Gallu; director (premiere): Paul Wendkos; writer (premiere): Paul Monash; narrator and star: Bruce Gordon.

YANCY DERRINGER

In launching the proud and fearless *Yancy Derringer* down the Mississippi and CBS-TV channels Oct. 2, writers-producers Richard Sale and Mary Loos had their dashing rebel rouser unload his pistols through a rapid-fire succession of adventures. However, this overloaded action series threatens to sink in the first patch of bayou quicksand. Ex-movie stuntman Jock Mahoney, who plays the title role with the greatest of ease, could save himself and his silent Indian companion (played by X. Brands) as well. but a rescue party will have to pull out their post-Civil War vehicle.

En route to his pre-war mansion near New Orleans, Yancy takes up with his former delta doll, Amanda Eaton (Julie Adams), and here's where you begin to question Yancy's astuteness. For some unfathomable reason he is fooled by Miss Amanda's intentions. The action reached crescendo heights when the pair entered the mansion and found a casino operating. After Yancy finished smashing gaming tables,

A thriller-diller from **WJRT**

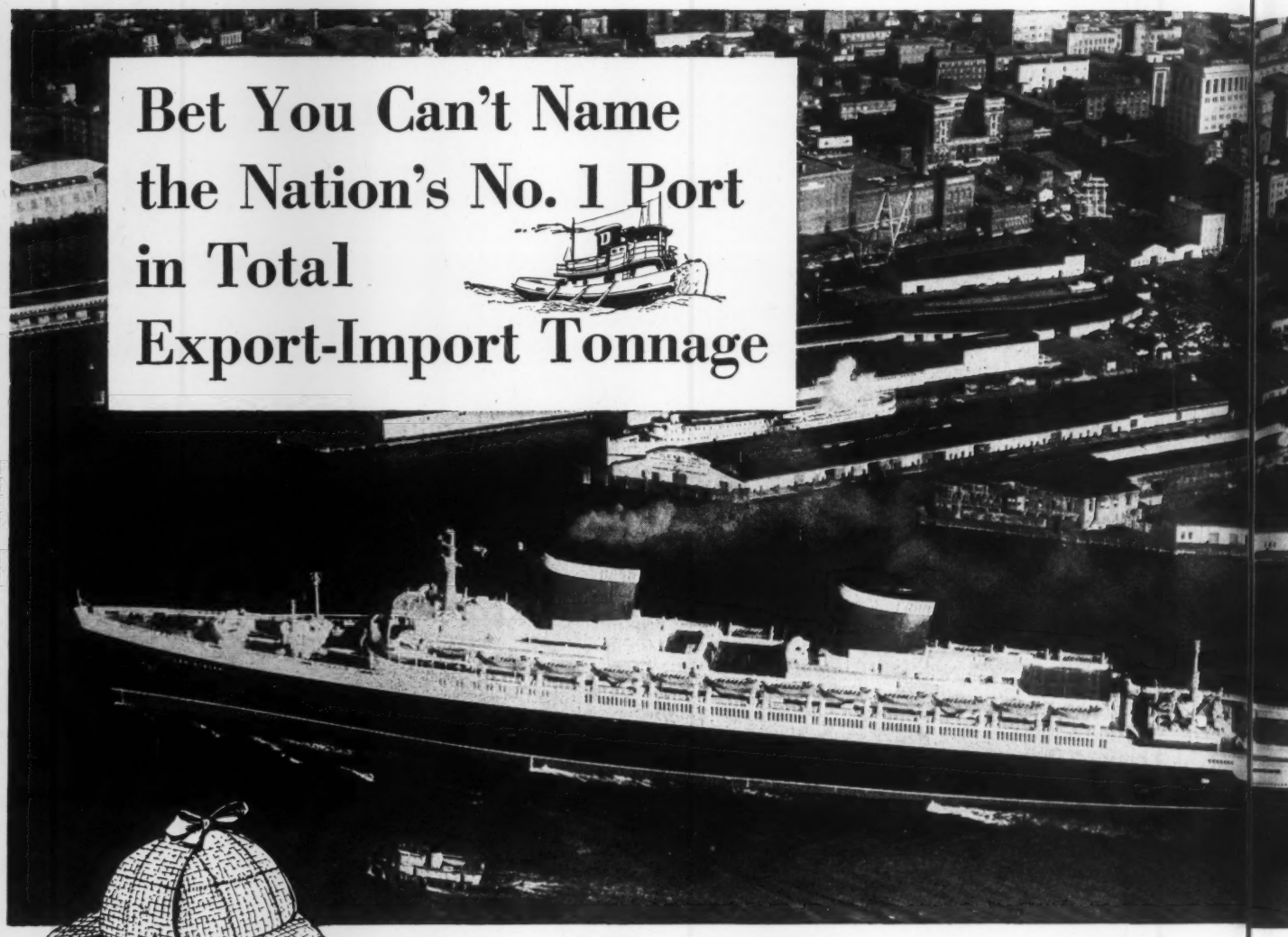
Saturation TV coverage of rich mid-Michigan. At last you've got it, through Flint's WJRT—and from the *inside*, complete with ABC primary affiliation. On the air in October, WJRT's the only television station that will reach and *sell* Flint, Lansing, Saginaw and Bay City, with a Grade "A" or better signal.

WJRT

CHANNEL **12** FLINT

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta



Bet You Can't Name the Nation's No. 1 Port in Total Export-Import Tonnage

CLUE: *It has grown more than 100% since 1950!*

The answer* is Tidewater, Va. In other words, Norfolk and Newport News . . . side by side on the great harbor of Hampton Roads.

If you were surprised by Tidewater's rank as a port, you may be surprised also by its rank as a *market.*

Two reasons why this is likely: 1) Rapid growth—nearly 60,000 population gain in 1957 alone! 2) Its true size is obscured by the Government list of metro county areas which separates Norfolk and Newport News, though they are less than four miles apart at nearest points, and inseparable for all radio and television marketing purposes.

Combine them and you find a metro county area of over ¾ million people, topping all in the southeast except Atlanta and Miami.

Tidewater, Va., is what Virginians call it. TIDEWTAR is a better way to spell it . . . and the best way to sell it. For WTAR-TV is the greatest marketing force in this great and growing market!

**Source: FT Report 985, U.S. Dept. of Commerce, Bureau of Census.*

tangling with gamblers and killing one who happened to be Amanda's husband, a clue to forthcoming chapters became apparent. Yancy accepted the offer of New Orleans civil administrator John Colton (Kevin Hagen) to be his chief trouble-shooter in curbing future havoc. Possibly as he carries out this assignment, Mr. Derringer may be able to set his sidewheeler on an even keel.

Production costs: Approximately $35,000.
Sponsored by S. C. Johnson & Son through Needham, Louis & Brorby, on CBS-TV Thursday, 8-8:30 p.m. EDT.
Created, written and produced by Richard Sale and Mary Loos; executive producers: Don Sharpe and Warren Lewis; associate producer: A. E. Houghton Jr.; directed by Richard Sale and others.

ROUGH RIDERS

When is a western not a western? The answer: never—not even when it's set in the Reconstruction days following the Civil War. Perhaps it may qualify as an "adult adventure" series. In any event, they still went thataway in ABC-TV's new *Rough Riders*, albeit in a costume or "period piece" against a frontier setting.

Building a new life in the West brings together three diverse ex-soldier personalities—Capt. Jim Flagg (Kent Taylor), Sgt. Buck Sinclair (Peter Whitney) and Lt. Kirby (Jan Merlin). In the premiere episode they mix it up with "The Murderous Sutton Gang," who indiscreetly made the mistake of making off with the farmer's daughter—a sin perhaps worse than stealing a cowboy's horse. Obviously, the outlaws headed by Wes Sutton (John Doucette) must get theirs in the end.

One of the more commendable charms of *Rough Riders* is the fact it is filmed on location—the Tennessee Smokies, the Louisiana bayous, etc. But even this authenticity, plus top-notch acting and production, can't compensate for the fact that here is just another western. ABC-TV ought to fare a lot better audiencewise with others in its vast stable of westerns—like "The Nine Lives of Elfego Baca" in the new *Walt Disney Presents* series, or *Maverick*.

Perhaps the spirit of the *Rough Riders* did find, to quote a network release, "expression and lasting fame" in the Spanish-American war. But actor Kent Taylor, trying too hard and uneasily out of character, is no reincarnation of the starch-and-spit spirit of Teddy Roosevelt.

Production costs: Approximately $23,000.
Sponsored by P. Lorillard Co. (Kent, Newport, Old Gold cigarettes) through Lennen & Newell on ABC-TV, Thursday, 9:30-10 p.m. EDT. Started Oct. 2.
Produced by Ziv Television Programs Inc., with Maurice Unger, producer; Eddie Davis, director.

BOOKS

THE INSOLENT CHARIOTS *by John Keats, illustrated by Robert Osborn. Published by J. B. Lippincott Co., Philadelphia-New York. 233 pages. $3.95.*

Mr. Keats—who not too long ago dissected Levittowns in *The Crack in the Picture Window*—rips into Detroit in the manner of a powered scythe, cutting down everything and everybody in his wake. What makes it compelling reading is the fact that Mr. Keats, armed with alarming statistics to prove his contentions, more often looks right than wrong. Especially in his study of advertising's role in the design of what city planner Lewis Mumford last year called "those fantastic and insolent chariots." Using such insolent chapter titles as "The Years of Our Ford" and "SOB Detroit," Mr. Keats takes after the head-shrinkers who gave the Edsel ("Sounds like 'Dead-Cell'") its "vaginal look," and agency copywriters ("ever the gimmick-minded lot") who have made the task of the car designer harder by the year with their penchant for "dynamic obsolescence."

Declares Mr. Keats: "As a Detroit designer, you go on and on, putting curlicue on curlicue, adding dream to dread, adding the fragment of one illusion to the fragment of another and you spend enough to operate a state university to imitate the sound of a slammed door, When you're all through, you discover that you've transformed a rolling shoebox into a combination of the blue grotto and crystal palace, wherein is placed a psychiatrist's couch that has enough Procrustean potential to suit any psyche, no matter how warped . . . what you have made defies description for the simple reason that it is not designed to be any one thing, but an agglomeration of constituent elements of unrelated dreams."

Messrs. Keats and Osborn spare no one. Taking the brunt of their double-pronged (and no doubt justified) line of attack—by word and sketch—are the big three, their dealer taskforces, their advertising agencies, their managements and dealerships. Neatly skirting libel, Mr. Keats talks about the "General Chrysford Corp." and district sales manager Jack Smiles, distributor Simon Greed, dealer Honor Bright and the inevitable "sucker," Tom Wretch.

Sharply-opinionated, witty and writing like a man possessed, Jack Keats is mad. Plenty mad. Furious might be yet a better word. Yet he is not without his "constructive suggestions," most of which are valid and which take up the closing chapter of this sizzling document. It—and the chapters preceding—ought to be read by every car owner, especially if he happens to be engaged in the business of promoting car sales.

THE MERGER—*a novel by Sterling C. Quinlan, ABC vice president in charge of WBKB (TV) Chicago. Published Oct. 16 by Doubleday & Co., 575 Madison Ave., New York, 331 pages, $3.95.*

". . . That's the trouble with you guys; you're only concerned with making a buck. The minute somebody sues, you run for the woods. When is broadcasting going to come of age and stand on its own feet? . . ." (Slam Murphy).

". . . Listen, con artist. You're phony. All this muckraking is a pose. It's paid off,

S.S. United States at Norfolk, Virginia

CBS

WTAR TV

Channel 3 • Norfolk

Greatest Marketing Force in Virginia's Greatest Market

President and General Manager
Campbell Arnoux
Vice President for Sales
Robert M. Lambe
Vice President for Operations
John Peffer
Represented by Edward Petry & Co., Inc.

SELL AUTOS!
. . . the Beaumont-Port Arthur-Orange market is 90th in the Nation* . . . 5th in Texas* in automotive sales. And only KFDM-TV delivers this entire area of over 1 million prosperous Texans. For Auto Sales . . . Buy
KFDM-TV
*S. M. Survey of Buying Power, 1958
KFDM TV
BEAUMONT
PORT ARTHUR
ORANGE
CBS
ABC
See PETERS-GRIFFIN-WOODWARD, INC.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name title/position*
company name
address
city zone state
Please send to home address — —
* Occupation Required

but you're beginning to take yourself seriously. That's when I have to start laughing. You, of all people. Of course we haven't guts in the broadcasting business. We know better. We're not paid to have any. Our government leaders and politicians don't want us to have guts. We're in the entertainment business. We're not out to change the world. If you think I'm going to be a whippingboy for your soap opera ideals, just to make you a hero, you're out of your mind. Who cares whether you're right or wrong? I don't. I'm trying to run a business . . ." (Les Madigan).

Michigan Avenue's radio-tv row, not unlike its Madison Avenue counterpart, is likely to have a field day with the first novel of ABC vice president Sterling C. Quinlan —notwithstanding his claim that "my characters are composites of personalities" from coast to coast. Mr. Quinlan indubitably has been asked more than once: "Am I in the book, Red?"

Mr. Quinlan's story is chiefly that of two men, Herb Powell and Les Madigan, who "go to the torture rack" to explore an economic fact of life. How they face up to the challenges of executive power plays and behind-the-scenes maneuvering forms a familiar basis for *The Merger.*

National Dynamics Corp. merges with Interstate Broadcasting, selling its WPRT to Acme Network and taking over KYTV in Chicago. In the shuffle, Herb Powell and Les Madigan move over to KYTV as manager and program manager, respectively. Both learn fast how it feels to be caught in the throes of a company reorganization that involves divided duties as between network division and station operations and personality conflicts.

"The very word 'merger' is a misnomer," Herb Powell had often told this program manager. "One side or the other takes over. People get hurt. Mergers are the economic fashion of the hour. . . . I don't know if this is a disease, a madness, or a blessing. I only know that, if one goes through a merger, it's a damned good idea to be on the winning side."

Author Quinlan appears to be on solid ground in selecting his theme. He points out there have been some 4,500 such mergers since 1951, with no sign of a decline. He also would appear to have had intimate, first-hand knowledge of his subject, having come up through the ranks of the former WBKB before the merger of ABC and United Paramount Theatres into American Broadcasting-Paramount Theatres over five years ago. Whether he has translated this experience into a knowledgeable novel remains moot, though his characterizations emerge as engrossing, if somewhat superficial, and the book maintains a smart pace.

Author Quinlan also inscribes his own "20-second commercial" on "men to be remembered" and a closing (rather than beginning) dedication. "The real tribute I would like to merit," he says, "is that various characters remind hundreds of readers of people they know in television and advertising business from coast to coast." In that respect, author Quinlan quite probably has succeeded.

One-sided

Looking at both sides only proves how one-sided the Jacksonville story is!

NCS #3 gives you a look at both sides . . . but only proves how one-sided the real market facts are! Inside Jacksonville, WJXT dramatizes its dominance by actually delivering more homes in the daytime than the competing station delivers at night. WJXT serves 66 Florida and Georgia counties . . . 38 more counties, 66% more television homes than the other station in Jacksonville. And on a nationwide basis, WJXT leads the entire country in share-of-audience for a 2-station market. By all means, look at both sides. It only proves how one-sided is the dominance of . . .

WJXT 4 *Jacksonville, Florida*

An affiliate of the CBS Television Network
Operated by the Washington Post Broadcast Division
Represented by CBS Television Spot Sales

BROADCAST

TO

Oakland County

PONTIAC

MICHIGAN

A

CONCENTRATED

MICHIGAN AUDIENCE

WPON

serving

A Billion Dollar Market

1st

IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT

VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS

music news sports

OUR RESPECTS

to Edmund Cason Bunker

That Ed Bunker has ability to go with his southern charm should be old hat to CBS affiliates. Merle Jones, CBS-TV president (now president of CBS-TV Stations Div.), so tipped the affiliates at their Washington conference last January.

Mr. Jones was introducing Ed Bunker to the affiliates—three months previously he had been moved from the network-owned WXIX (TV) Milwaukee to New York just after Edward P. Shurick resigned as CBS-TV vice president and director of station relations to join John Blair & Co., station representative, as executive vice president.

Said Mr. Jones: When Mr. Shurick left, CBS "looked to the Midwest" and found "two things on fire out there," one the Milwaukee Braves, the other Ed Bunker.

That fire from the Midwest now burns brightly in New York in the office of the CBS-TV vice president and director of affiliate relations. Mr. Bunker offers a southern exposure to the CBS executive lineup on Madison Ave.

Says Edmund C. Bunker: "CBS somewhere along the line caught onto a great truth." What he could have added was that along the line, specifically in 1949, CBS snared for itself in Ed Bunker an unusual executive with an extraordinary personality.

The truth Mr. Bunker sees at CBS is expressed in many ways, but in the main it boils down to confidence and to people—"there's no patent on brains and money. A network today must 'sell' confidence to clients and to their agencies." And this is where the affiliate fits into the network pattern—"it's the aggregate body that is important."

In the past, Mr. Bunker had his share of thrill and fling; he flew as a civilian pilot and later with the Navy; as an athlete he took football and tennis seriously, and some years back he had his brush with dramatics.

Flying he gave up in 1946 when he took up a "war weary" F-6F to "give the boys a thrill at White Plains (N. Y.)." The plane developed a faulty fuel line. As the engine sputtered, he recalls he got off "a few hasty prayers" and finally landed. He walked away, leaving his log book there "where it probably still is today."

Football he forgot about but not until he earned his letter in the quarterback slot. He played on the gridiron at Mars Hill Junior College (near Asheville, N. C.). Tennis was his favorite sport until Milwaukee snows blocked further play.

"Come to think of it," he laughs, "life has shriveled down to following Bill Lodge [William B. Lodge, CBS-TV vice president in charge of affiliates and engineering] around."

Dramatics was short-lived. For six months in 1936 he was cast with the Peruchi Players southern troupe. A natural in voice and manner, he might have been in his radio days one of the U. S.' first successful "platter jockeys" but he notes he was never encouraged because stations were not geared to handle bundles of mail.

Edmund Cason Bunker, born in Balboa in the Panama Canal Zone on Sept. 24, 1915, where his dad was an electrical engineer, was brought up in Charleston, S. C. As an undergraduate in 1934 at Charleston College he worked for WCSC Charleston, serving as program director, chief announcer and salesman (his first broadcast job paid $5 a week). During the pre-war period, he spent a year as announcer and copywriter at WTOC Savannah, returned to WCSC and was regional sales manager at WIS Columbia, S. C., from 1939-42.

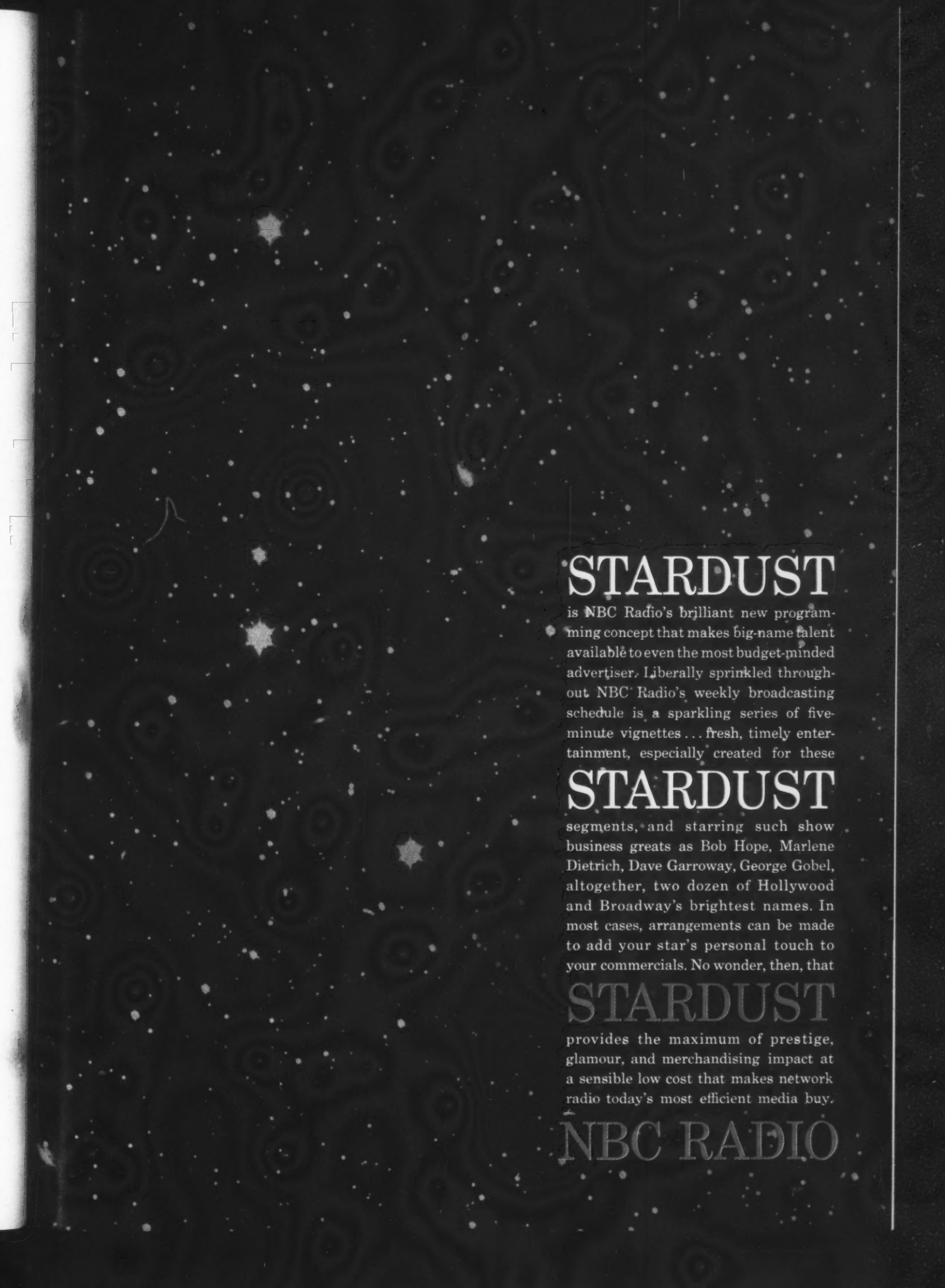
When the war came he found himself in "an untenable position," studying law at the U. of South Carolina Law School (he went through 2½ years), flying an hour at 6 o'clock in the morning and attending ground school classes, handling the *Mickey Mouse* radio show and spending two to three nights weekly in the law library. His wartime service: a primary flight instructor for the Navy, assigned to a fighter squadron just before the war and his service ended.

The Navy at Lockport, Ill., in 1943 had three pilots flying together—Mr. Bunker, Tom Dawson and Carl Ward—who now are all with CBS-TV. Mr. Dawson is vice president, network sales, and Mr. Ward national manager of affiliate relations.

Postwar experience was made up of a stint with Avery-Knodel (radio station representative) and a year (1948) with ABC in New York. In 1949 he joined CBS-TV as an account executive and by 1952 was promoted to general sales manager of KNXT (TV) Los Angeles, moving to WXIX in 1954 as general manager.

His activities now are confined by heavy office pressures, but he finds relief in reading and, as at Milwaukee, he is much interested in community affairs.

Mr. Bunker's home is in Bronxville (just outside of New York City) where he lives with his wife, the former Katherine Gooding of Columbia. They have two daughters: Kay, 17, and "Bitsy" (Elizabeth), 14.


STARDUST
is NBC Radio's brilliant new programming concept that makes big-name talent available to even the most budget-minded advertiser. Liberally sprinkled throughout NBC Radio's weekly broadcasting schedule is a sparkling series of five-minute vignettes . . . fresh, timely entertainment, especially created for these
STARDUST
segments, and starring such show business greats as Bob Hope, Marlene Dietrich, Dave Garroway, George Gobel, altogether, two dozen of Hollywood and Broadway's brightest names. In most cases, arrangements can be made to add your star's personal touch to your commercials. No wonder, then, that
STARDUST
provides the maximum of prestige, glamour, and merchandising impact at a sensible low cost that makes network radio today's most efficient media buy.
NBC RADIO

Advertisers on KTBS, Shreveport, have dominant audience, as shown by both Nielsen and ARB* ratings, plus award winning promotion.

Naturally, they get more for their advertising dollar

Ask the PETRY man for details on this dominant station in the billion dollar three-state market where your advertising dollar goes further.

CHANNEL 3 KTBS-TV

NBC ABC SHREVEPORT, LOUISIANA

E. Newton Wray Pres. & Gen. Mgr.

*May 1958 ARB Metro. Shreveport Survey

OPEN MIKE

'. . . Extremely Pleased'

EDITOR:

. . . Ralston Purina was extremely pleased to see the Purina Dog Chow story [ADVERTISERS & AGENCIES, Sept. 8]. Ed Langan, of the account group, has also expressed his gratitude. Many thanks . . . for the very fine story.

William A. Lahrmann
Chief Space Buyer
Gardner Adv. Co.
St. Louis

Fall Term Begins

EDITOR:

I am enclosing a money order to cover the cost of 65 student subscriptions. We feel this is the only all encompassing broadcasting magazine on the market.

Claire Gregory
Director, Women's, Children's and Social Service Programs
Indiana U.

Enclosed is my check for 25 four-month student subscriptions.

Clinton W. Bradford
Associate Professor of Speech
Louisiana State U.

This is to advise you of my semi-annual request. Please send bulk order of 20 subscriptions. For years I have found BROADCASTING to be one of the most accurate, current and effective sources for information in teaching my Survey of Broadcasting course.

F. Virginia Howe,
Radio-Television Section
Kansas State U.

Please send 25 copies to instructor Don Erickson, School of Journalism, as you have done for us previously.

J. G. Wheeler
Manager, University Bookstore
Florida State U.

Enter a subscription for 10 persons for four months.

Harold E. Nelson
Associate Prof. of Speech
College of the Liberal Arts
Pennsylvania State U.

Once again I would appreciate your providing 15 13-week subscriptions for my class in tv-radio advertising.

Kenward L. Atkin
Department of Advertising
Michigan State U.

Send an additional six subscriptions. Start just as soon as possible.

Rod Gelatt
Washington & Lee U.

Here is our order for 25 subscriptions for Prof. L. W. Kaiser, Cornell U.

Triangle Book Shop Inc.
Ithaca, N. Y.

[EDITOR'S NOTE: BROADCASTING is proud of the part it plays in classroom use and supplemental reading in radio/tv courses across the nation. It is also pleased to cooperate with professors and instructors in making copies available at special rates. Write circulation manager for details.]

Broadcasting Publications Inc.

Sol Taishoff, President · Maury Long, Vice President · Edwin H. James, Vice President
H. H. Tash, Secretary · B. T. Taishoff, Treasurer · Irving C. Miller, Comptroller
Lawrence B. Taishoff, Asst. Sec.-Treas.

BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams
NEWS EDITOR: Donald V. West
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITOR: Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle
STAFF WRITERS: Lee Edwards, Richard Erickson, Myron Scholnick, Benjamin Seff, Jim Thomas.
EDITORIAL ASSISTANTS: Rita Cournoyer, George Darlington, Angelica Barba
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael
COMPTROLLER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadi

CIRCULATION & READER'S SERVICE

MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Gerry Cleary, Christine Harageones, Charles Harpold, Dwight Nicholas, Marilyn Peizer

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

Editorial

SENIOR EDITOR: Rufus Crater
BUREAU NEWS MANAGER: Lawrence Christopher
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
ASSISTANT EDITOR: Frank P. Model
STAFF WRITER: Diane Schwartz

Business

SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton; Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3148
SENIOR EDITOR: Bruce Robertson
WESTERN SALES MANAGER: Bill Merritt; Virginia Stricker

Toronto, 11 Burton Road, Zone 10, HUdson 9-2694
James Montagnes

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

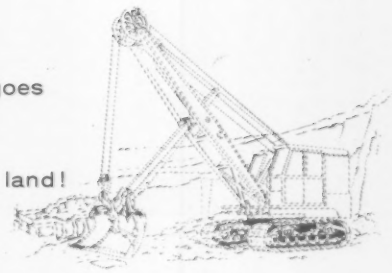
*Reg. U. S. Patent Office

Copyright 1958 by Broadcasting Publications Inc.

Iron Ore . . .

ONE OF MINNESOTA'S GIANT INDUSTRIES!

An annual payroll of $102,000,000 goes
to 18,000 workers . . . and they ALL LIVE
and SPEND in KDAL—KDAL-TV land!



RADIO **KDAL** TELEVISION
CBS • DULUTH
ASK AVERY-KNODEL

Dominating Minnesota's Iron Range!

Slowly
(with expression)

Sweet Sixteen

Words by
WBTV

Love Char-lotte as you've ne - ver loved be -
fore Since
first you start - ed send - ing us your
green Come to us with your
bud - gets ev - er more
From coast to coast they
toast us for we are
sweet yes, we are
Sweet Six - teen?*

Salesrights MCMLVIII by

CBS Television Spot Sales

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

AMERICA'S 16th MARKET WBTV CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

*Nation's 16th television market—Television Magazine TV set count—July, 1958

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 15 OCTOBER 13, 1958

MORE SUPPORT FOR AUTO BUYS ON TV

- **New roundup of success stories shows dealer enthusiasm for tv**
- **It's intended to hamper newspapers in retrieving Buick budget**

New ammunition for television was moved up to the firing line last week in the battle over auto makers' media allocations.

While newspapers withdrew to map new tactics after their initial outburst over Buick's choice of television as its No. 1 medium [ADVERTISERS & AGENCIES, Oct. 6], the Television Bureau of Advertising just as quietly moved to its members an impressive portfolio of case histories demonstrating how television sells cars for auto dealers and consequently is getting more and more of the dealers' advertising dollars.

Armed with this array of success stories, stations would be in position to attack or counter-attack as necessary when newspapers start their local-level campaign to bring local dealers and distributors into line. There appeared little doubt that a sweeping local-level drive would be made by newspapers, now or in the future, to build up pressure for return of a significant part of the $12.5 million that Buick awarded to tv—half of Buick's $25 million budget for the 1959 model year.

The success portfolio is another weapon in the arsenal already being built for television. It joins (1) a research study circulated by Buick's agency, McCann-Erickson, to show Buick dealers that tv had bigger impact on Buick shoppers and that both tv and radio cost less per thousand than newspapers and (2) a special study conducted for TvB which showed that Buick commercials on the Bob Hope show Sept. 19 made more impression than Buick's introductory print advertising. Those studies were reported in detail in BROADCASTING last week.

Manufacturers as well as local dealers in any make of car, domestic or foreign, can see in the TvB case histories that dealer after dealer has used tv with profit—often fantastic profit; that this success is not limited to any particular make of car, and that the dealers are proving their satisfaction with television by investing more and more money in it. Some of the case histories, which in TvB's catalog number about 30 and were compiled and documented by TvB sales development director Murray Gross, are condensed below.

How tv is moving cars for dealers

ATLANTA, GA. • *Nalley Chevrolet*—Opened in 1956 and in television since 1957, company claims to be Georgia's largest Chevrolet dealer and one of the state's largest car sellers regardless of make. Nalley uses 10 one-minute announcements in a late-evening feature film on WLWA (TV) Atlanta on Sundays; full sponsorship of late-night feature on WAGA-TV Atlanta on Fridays, and 10 one-minute announcements weekly on early-evening movie on WAGA-TV, spread Monday through Friday. With 70% of its budget in tv, firm has virtually cut out newspapers and dropped radio. Company says "since going on WLWA our business has more than doubled" and since starting on WAGA-TV its new car sales are up 50% and used-car volume up 300%.

ATLANTA, GA. • *Timmers Chevrolet*—Owner Tim Timmers decided to sell youngsters and their mothers in addition to the man in the family, bought a two-week schedule of three announcements a week in a children's show on WLWA (TV) Atlanta. First four announcements sold six cars; after seven announcements the firm traced 15 car sales directly to tv. The campaign has been extended.

BALTIMORE • *Weiss Motor Co. (Ford)*—Firm, described as Maryland's largest auto dealer, started tv tests last January with a weekly late-night five-minute newscast on WMAR-TV Baltimore. All other media activity remained relatively the same in 1958 as in 1957. But: By September Weiss had registered a "volume increase." Joseph Katz Co., Weiss agency, reported: "Weiss Motor has felt the impact of television in terms of specifically accountable sales—despite intense competition and a declining car market. A key contributing factor has been our sponsorship of the 11 p.m. news."

TV PREVIEWS OF PONTIAC, FORD ▶

CHICAGO • *Courtesy Motors (Ford)*—President Jim Moran, who puts 95% of his advertising budget into television, lifted his dealership from 1,500th in car sales in 1948 to the world's top seller of new, used, and a combination of new and used cars—a ranking he has held since 1953. His firm is reported to be the biggest tv spender of all local advertisers in the U. S. Among "firsts" claimed for Courtesy and its agency, Malcolm-Howard, Chicago, are: first car dealer to use live commercials showing the cars offered for sale and first car dealer to sponsor a full-length feature. In March 1956 Courtesy switched from Hudsons to Fords, and, continuing to use tv almost exclusively, became the world's No. 1 Ford dealer in one month. Currently, Courtesy sponsors two full-length features on WBKB (TV) Chicago, Mondays and Fridays at 10 p.m. Says President Moran: "Television paid off for us immediately. The day after our first show we sold 16 cars, compared to our usual two."

CHICAGO • *Walton Motor Sales*—Walton, which first used tv in 1950 and now allocates 85% of his budget to this medium, has been the biggest Chrysler dealer in the U. S. for the last five years. Firm started with a five-minute weather and news show across the board on WGN-TV Chicago, expanded it to 15 minutes in 1953, added a second quarter-hour, *Man on the Street*, across the board in 1954. Walton President Joseph Levy: "There is no doubt about it, Walton Motors grew to be the largest Chrysler dealer in America through the medium of television."

COLUMBUS, OHIO • *Dan Rohyans Ford*—In past three years firm has put 40% of its budget into television, which Mr. Rohyans says has produced "more sales directly" than "any other advertising medium." Described as leading Ford dealer in the Columbus market and one of the top 10 in the U. S., company buys saturation announcement packages, averaging 25 to 30 spots a week on WBNS-TV and using up to 50 or 60 IDs a week for special promotions. Says Mr. Rohyans: "Properly purchased, television is the country's most effective advertising medium for automobile dealers."

COLUMBUS, OHIO • *Lex Mayers' Chevrolet*—In its annual, tv-promoted Labor Day "Ox Roast" last month, Mayers' drew 9,000 people for free food and in one day sold 59 new and 25 used cars. Firm currently spends $115,000 a year, or 75% of its budget, in television, using WBNS-TV, WLWC (TV) and WTVN-TV. On Monday mornings, after full sponsorship of a feature film the night before, dealer usually sells 20 to 25 cars within the first three hours after opening.

COLUMBUS, OHIO • *George Byers Sons*—Described as world's largest DeSoto-Plymouth dealer, Byers now puts more than half its budget into tv. It has sponsored WBNS-TV's 11 p.m. news from that program's inception in 1950, currently underwrites the show three times one week, two the next. Last year, Byers undertook a special "supermarket" sales campaign, put 300 cars on a 13-acre lot, promoted the drive with 72 IDs in a week on WBNS-TV, WLWC (TV) and WTVN-TV (budget was divided about 50-50 with newspapers), and sold 125 cars first week. Miss Dorritt Williams, account executive on Byers at Kelly & Lamb agency, notes that Byers has become world's biggest DeSoto-Plymouth dealer since going into tv and that its new-car volume is up 50% since pre-tv 1949.

DENVER • *Bob Jones Skyland Ford and Bob Jones Midway Mercury*—With one-third of its budget in tv, these two dealerships sell an average of 550 new and used cars a month and reportedly are nation's fifth largest seller of Fords. Present tv schedule, split between the two dealerships, includes weekly half-hour syndicated film and 60-80 ten-second IDs over two-week period, on KBTV (TV) Denver.

GOSHEN, IND. • *Riverside Motors (Cadillac-Oldsmobile)*—When tv reached Goshen in 1955, firm was selling about 75 new cars a year. Now, with 90% of budget in tv (WSJV-TV Elkhart), it's grossing $2 million annually with car sales at 600 a year, is biggest volume car dealer in northern Indiana. After first two feature film program sponsorships owner Joe Levino reported: "We sold 35 new Rocket 88s and 25 used cars; since the show was the only advertising we used, it certainly convinced me that tv did the job." He says he achieved his business "miracle" in "three short years by using the magic of feature films on tv to extend my sales territory beyond the city limits . . . On a comparative basis of audience volume delivery, television costs were far lower . . . A single telecast could reach more people than dozens of newspapers or billboards."

LOS ANGELES • *Brand Motors-Ford City*—One of largest tv advertisers in the market, firm spends 82% of its budget in television, sponsors 19½ hours of feature films per week on KABC-TV Los Angeles. Brand Motors keeps careful records on pulling power of each feature film (via contest in which viewers must name the show on which they saw the commercial; also, salesmen receive no commission unless they know the source of the sale). Thus it can report, for example, that it sold enough cars to gross more than $4,000 on a single Sunday-morning program that cost $400. Says Manager John Fair: "From the very first day, we knew television pulled for us . . . We could demonstrate each car we had for sale and people could see and hear everything we wanted to tell them. You can't do that with newspapers, radio or any other medium."

LUBBOCK, TEX. • *Womble Olds (Oldsmobile, Rambler)*—Company has been year-round user of KDUB-TV Lubbock almost from time the station started in November 1952. Tv gets 80% of its budget (radio the rest). It uses one live announcement in both early-evening and late news shows (plus a three-week announcement campaign at model introduction time). Sales Manager Clyde Mace says "television has been our most effective medium for selling new cars."

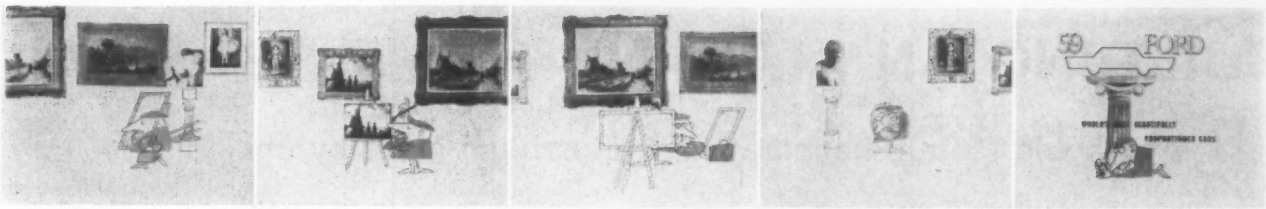
MIAMI • *Municipal Auto Sales (used cars)*—Firm puts 90 to 95% of its budget into television, sells more than 2,900 cars a year. Currently it averages 15 live minute participations (mostly nighttime) on WCKT (TV) and seven participations (late afternoons or Saturday and Sunday) on WTVJ (TV). Total budget on both stations is about $75,000 a year. In a two-station Labor Day promotion last month, firm sold 50 cars in three days.

MIAMI • *Anthony Abraham Chevrolet*—Puts $125,000 a year, or 60% of its budget, into television, using WCKT (TV), WTVJ

PONTIAC, through MacManus, John & Adams, Bloomfield Hills, Mich., is again counting on "name" actors to add character to commercials for its 1959 cars. This one, featuring Arthur Treacher, will introduce the Catalina series on the *Ginger Rogers Show* Wednesday (Oct. 15) on CBS-TV.

The idea: Mr. Treacher, famous for his butler roles, acts as butler to the Pontiac family. He steps out of the family home (see picture above) to tell an off-camera visitor that the family is away attending the debut-dance of "beautiful daughter Catalina." The spot then swings to the car itself.

The commercials were written by Richard Maury, Ted Allegretti and Mark Lawrence of MJ&A, and produced by Klaeger Film Productions, New York.



ANIMATION sparks the pre-announcement teaser campaign now being run throughout the country by Ford dealers for the 1959 Ford. This sequence is from one of three 20-second commercials produced by Playhouse Pictures, Hollywood. Entitled "Portrait Artists," the commercial shows a scuffy-looking artist walking into a picture gallery, setting up easel, copying landscapes and sculptures exactly, then facing the camera as he draws while looking over his shoulder. He throws up his hand, shouts something like, "I just can't do it, it's so well done, so beautiful." What he means, of course, is that he can't do justice to the '59 Ford. The film uses the theme, "Ford 1959 . . . the world's most beautifully proportioned car." A frame then proclaims: "coming Oct. 17." After that date, new prints will end by urging viewers to see the car at their Ford dealers. Two IDs also were made. Some 2,000 prints of the spots have been mailed to about 260 stations. Some dealers will use the 20-second commercial as lead-in to a live local announcement of 40 seconds. First commercial was set for telecasting Thursday (Oct. 9) in Dallas. Commercials will run in local spot time and in local shows. J. Walter Thompson, New York, is agency.

(TV) and WPST-TV. From 60-65 cars a month, sales have risen to 600-700 a month. Sports, news, participations and full sponsorship of featuring films are employed. Owner Anthony Abraham, a former advertising agency owner, picked tv because: "I found that tv offered the greatest possibilities. The cost of reaching potential customers was the lowest on any cost-per-thousand basis, because of tv's tremendous audiences." He also feels: "Television should be the primary medium for car dealers. It's an absolute necessity for car dealers."

MONCTON - NEW BRUNSWICK, CANADA • *Steeves Motors (Cadillac, Buick, Pontiac, GMC trucks, Vauxhall)*—Steeves got into tv reluctantly early last summer with a 10-minute sports show weekly on CKCW-TV Moncton. Then sales manager Eric Burdon attended a TvB presentation and speech by President Norman E. Cash. He promptly asked CKCW-TV to send a salesman around—and added two more weekly sports programs. Mr. Burdon: "We have tripled our advertising . . . and the results to this date have exceeded our most optimistic hopes. While we had some reluctance in the past as to the cost of tv advertising, the results we have seen from our sustaining use more than justify the expense. The recent screening of [TvB's] 'Vision of Television' brought home to us more forcefully than any other presentation the value of television as an advertising medium for our business."

MONTEREY, CALIF. • *Murray Vout*—In business 30 years, firm switched to English Fords and Studebaker—and to television—in 1957 and registered a 27% gain in business during the next 12 months. Volume this year is higher, despite general business recession. With 95% of his budget in tv, Mr. Vout sponsors sports programs on KSBW-TV Salinas, Calif., immediately following *Wednesday Night Fights* on ABC-TV and Friday night fights on NBC-TV. Recently he decided his budget couldn't afford both programs, cut out one, returned a month later with this report: "I must have both because they're terrific programs and I'm getting terrific results. I'll cut my other advertising, but I want both shows."

PHILADELPHIA • *Delaware Valley Dodge Dealers Assn.*—A "Missing Dodge Contest," designed to build awareness rather than immediate sales, was promoted in a month-long announcement campaign (weekly cost: about $4,000) on WCAU-TV and WRCV-TV, both Philadelphia, and resulted in more sales by Dodge dealers in the first 20 days of July 1957 than during any comparable period of the year—even though car sales ordinarily drop off after July 4 weekend. In addition, the cumulative effects enabled Dodge dealers to record higher sales for the rest of the year.

RICHMOND, VA. • *Commonwealth Ford*—Uses year-around plus special event television programming, currently employs weekly half-hour syndicated film in mid-evening time on WRVA-TV Richmond as its basic vehicle, adds sports events and one-shot feature films from time to time. In recent "autothon," based on full sponsorship of feature film, 20 cars were demonstrated in five 3-minute commercials. Next day, Commonwealth sold 17 cars and rang up gross sales of $40,000—an $82 return for each dollar spent on the program ($487.50). President Parker Snead and vice president-general manager Walter Hall report: "We're depending primarily on tv in 1958 to produce our results."

SALT LAKE CITY • *Courtesy Motors (Dodge-Plymouth)*—Puts 95% of its budget into tv. When he opened Courtesy Motors in 1952, Clifford O. Gledhill expected to be in the red for six months. He launched a heavy campaign on KSL-TV Salt Lake and was in the black in 30 days, has continued to expand tv usage. At time of his first campaign, no car dealer in the market was using tv regularly; now almost every large dealer does. Mr. Gledhill: "The real value of television is its ability to produce day after day . . . and to deliver prospects who are interested in the cars that are advertised on tv."

SOUTH BEND, IND. • *Ben Medow's (Plymouth, Dodge, DeSoto, Chrysler, Imperial)*—After testing tv in 1955, Medow's wondered whether the medium was doing a job, decided to cancel its schedule for six weeks. Results: in four weeks new car sales dropped 20%, used cars sales declined 30%. Since then Medow's has been a year-round user of WNDU-TV South Bend, currently puts 45% of its budget into tv. After checking customers, company reported: "Tv was responsible for more business than . . . any other source. Because of tv's broad coverage, about 50% of [Medow's] business now comes from suburban areas." Comparing 1957 with pre-tv 1954, firm found 262% increase in new-car sales, 236% gain in used-car volume.

SPOKANE • *Empire Lincoln-Mercury*—The new owners switched their major advertising from newspapers to television in October 1957 and climbed from last to first place among Northwest Lincoln-Mercury dealers in 16 days. Now has 60% of budget in tv. Started with 10 announcements a week on KHQ-TV Spokane, shortly had to go to other dealers to get enough cars to meet demand, has now signed 52-week renewal with station. Co-owner Bill Nottley: "We want television to be the base from which all of our advertising is keyed."

SPRINGFIELD, MASS. • *Hedges-Sattler (DeSoto-Plymouth)*—In June 1958 switched from syndicated films to feature movies on co-sponsorship basis on WWLP (TV) Springfield, Mass., with film scheduled at 11 p.m. Saturday and repeated (using same commercials) at 2-4 p.m. Sunday. Three weeks of the month stress reputation, service, etc., and fourth promotes new or used car sale. Results: After sale promotion, sales usually run 75%, or 20 units, higher than in other weeks.

WESTFIELD, MASS • *Westfield Ford*—Once 100% radio user, firm bought quarter-hour sports film on WWLP in November 1955, two years later bought alternate weeks of Sunday night feature film, which it still sponsors. Budget is now 75% tv, 25% radio. In town of 22,046 population, company was expected to sell 15 to 25 cars a month; with saturation radio was selling 50 to 60 and with addition of television its sales volume jumped to 95 to 100 and has stayed at that level since then. Jones has first refusal on all KBTV special events programs. He says: "Television has been a major factor in my success as a dealer in Ford . . . cars and trucks." He uses tv year-round because "I do not believe in the hit-or-miss use of television."

BUILDING AN ALUMINUM EMPIRE ON AIR

Reynolds Metals became No. 2 aluminum giant by combining new products (foil, do-it-yourself metal) with a new medium (tv); now it's placing biggest bet on same combination

Members of the advertising department of Reynolds Metals Co. see in the company's corporate symbol an allegory that perpetually replenishes their courage in the competitive struggle of aluminum giants.

In Reynolds people's eyes, the dragon in the symbol is really the Aluminum Co. of America, biggest giant in the field, and the sword brandished by the knight is a box of Reynolds Wrap.

Reynolds' advertising men would be the first to admit that the dragon has not been slain, but they take comfort in the knowledge that it has been rudely disturbed from the awesome dominance it once enjoyed. Once an absolute monopoly in aluminum production and processing, Alcoa now has competition, plenty of it. Alcoa still is big (projected 1958 net sales: $876 million), but others are getting big, too (Reynolds' 1958 sales projection: $447 million).

A good many factors account for the elimination of the Alcoa monopoly, not the least of them the government-supported expansion of aluminum production during World War II. But in the post-war years, Reynolds' growth can be traced to imaginative management and merchandising and in considerable measure to the skillful use of broadcast advertising.

Starting today (Oct. 13) Reynolds begins a major schedule on ABC-TV. Reynolds has set aside about $50,000 to expand its community-relations program in paid broadcast time and is ready to buy still other spot schedules for "special situations" involving its line of building products. In all, Reynolds has earmarked better than $6 million—45% of its total annual advertising budget—for tv and radio.

What is Reynolds Metals Co.? What makes it tick?

Reynolds sprouted from the tobacco fields of the South. Its founder, the late Richard S. Reynolds Sr. (1881-1955), up to 1918 had been advertising-sales head of his uncle's R. J. Reynolds Tobacco Co., was instrumental in the naming of "Camel" brand and in the packaging in tin of Prince Albert smoking tobacco. In 1919 he started U. S. Foil Co. (the parent company), began producing lead and tin foil for cigarette packaging.

In 1924 he bought control of Eskimo Pie Corp. (which is a heavy radio user), two years later added aluminum foil, in 1928 founded present-day Reynolds Metals Co. Ten years ago he moved up to board chairman (a post vacant since his death three years ago), turning over the reins of the firm to eldest (now 50) son Dick who 18 years earlier had founded the Wall Street firm of Reynolds & Co. (R. S. Reynolds Jr., per SEC regulations, sold his interest in the brokerage house in 1938). The present family team consists of Mr. Reynolds, president; brothers J. Louis, 48, executive vice president (operations); David P., 43, executive vice president (sales), and William G., 45, president of Reynolds International Inc.

In their active broadcast thinking, the four Reynolds brothers are merely adhering to a principle expounded long ago by the visionary senior Reynolds: "Put aluminum into the people's hands and it'll sell itself." The thing that sold itself (with the big help of tv) was a 25-foot roll of Reynolds foil no thicker than 0.0007-inch. Explains Sales Vice President Dave Reynolds:

"In 1939 total U.S. aluminum production was 327 million pounds. It took 51 years to reach that total. Suddenly, in 1946, production was 800 million pounds. With 3 billion pounds of aluminum war scrap flooding the market, the industry—at the time we and Alcoa—had to sell almost 4 billion pounds. An impossible situation, you'll admit, one to which the only solution was to find—create, if you will—new markets. We realized that to make an impression on 155 million consumers, we had to start with something so simple it'd capture the public imagination overnight."

The housewife, just getting adjusted in 1947 to the brave new world of the deep-freeze, was ripe. Reynolds was ready. The result: Reynolds Wrap—a rust-proof, non-toxic, odor-free and light-proof metal of 1,001 uses. Introduced initially in print media, Reynolds Wrap really didn't begin to unroll till it was advertised on NBC-TV's *Kate Smith Evening Hour* in 1951. The more Reynolds did on tv—*Mr. Peepers* (1952-5), *Frontier* (1955-6), *Circus Boy* (1956-7), *Disneyland* (1957-8)—the more Reynolds Wrap it sold.

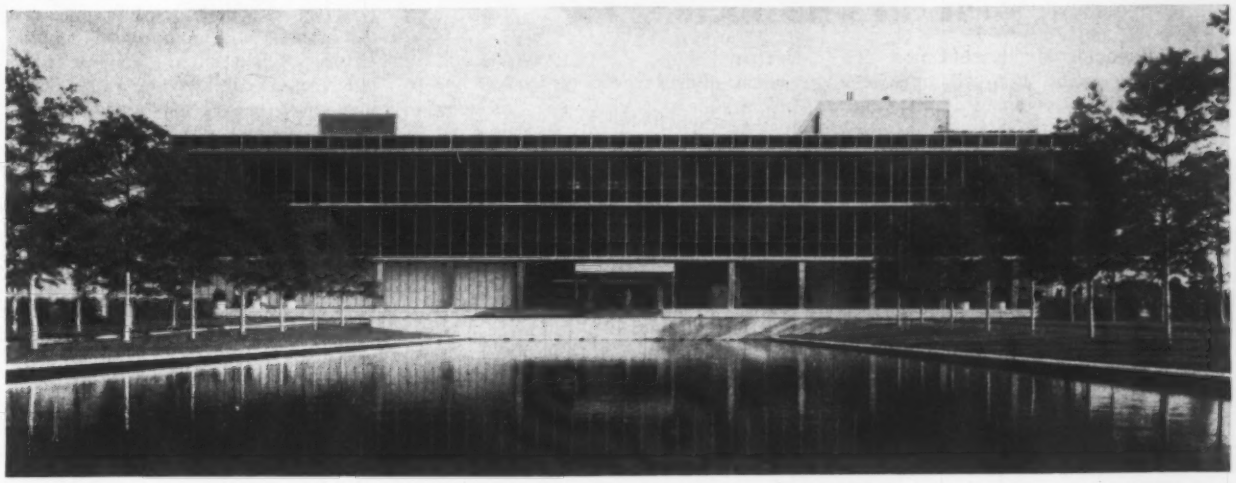
But Reynolds Wrap isn't the only consumer item that was "made" by television. Early in 1953, while redesigning its Louisville sales office, Reynolds had to arbitrate a jurisdictional dispute between the local metal workers and carpenters unions over who should handle the installation of aluminum panels. The carpenters won out but couldn't deliver; their tin-snips and hacksaws had trouble cutting the metal.

Then, by chance, a Reynolds executive in amazement watched a carpenter cut an aluminum sheet with an ordinary wood saw: it cut like a knife through butter. Result: waiting two years for Korean wartime restrictions to be lifted, Reynolds came out with a line of "Do-It-Yourself Aluminum" for the hobby crowd, introduced it on tv (and in print) and within six months had effected successful distribution in at least 10,000 hardware outlets. It's still a strong seller. Then, too, the kitchen foil has found wider uses: there's foil to keep the weeds down, foil with which to wrap flower pots, heavy-duty foil for freezing, disposable foil roasting pans, etc.

Reynolds' advertising practitioners deride the use of "institutional advertising."

"This business is too young to hold 'in-

Sales and advertising chiefs of Reynolds Metals used a 59-city closed-circuit tv hookup Sept. 9 to explain to dealers and distributors their television plans for this season. David P. Reynolds (standing), executive vice president in charge of sales, told dealers: "Television will make doors open to you faster." Also appearing on the closed circuit were (seated, l to r) Bill Ingram, general sales director, and David F. Beard, general advertising director.



Reynolds Metals Co. moved last month into this new headquarters in Richmond, Va., an $11.5 million structure built mostly of aluminum (1,235,000 pounds of it) and glass. The ultra-modern office building is a shrine to Reynolds' rapid emergence as one of the giants in the aluminum field. Reynolds got into pig aluminum and extrusion in World War II with government financial aid and encouragement. In the early forties the company's net sales ran about $21 million a year, its share of U. S. aluminum output 2.4%. This year net sales will be $447 million, share of output 28.5%. Reynolds ranks No. 2 in U. S. aluminum output, No. 85 in sales among U. S. industrial corporations, No. 88 in advertising, No. 41 in assets ($239.3 million). Now operating at 83.3% of capacity, Reynolds' present primary aluminum reduction capacity is 601,000 tons (against Alcoa's 800,000, Kaiser's 550,000). Canada's Aluminium Ltd. (created by antitrust action out of Alcoa's foreign operations) has a capacity of 770,000, ranks No. 2 in world-wide output. Newly-formed Ormet Corp. (joint ownership by Olin-Mathieson and Revere Copper & Brass) will have 180,000 ton output. Closing out the list of aluminum producers are Anaconda (65,000 tons) and Harvey (55,000). Reynolds' stock now fetches 65¼ on the New York Stock Exchange—up from 49 in August. Reynolds' first half sales show a 2½% increase. Most (80%) of output, according to industry sources, is fabricated (sidings, tubing, packaging, foil), 17% primary (pig aluminum) and 3% "other" (plastics, chemicals). The Reynolds empire now employs 27,000 workers, maintains 35 manufacturing plants and mines, and operates 72 sales offices.

stitutions,'" comments General Advertising Director David F. Beard. "We're selling aluminum . . . and we're selling it hard."

From its Richmond, Va., headquarters Reynolds conducts "hard-sell" advertising so passionately that one casual observer recently noted, "There're going about it as if advertising were about to go out of style." Helping Reynolds are five agencies: Buchanan Div. of Lennen & Newell; Clinton E. Frank Inc., Chicago; Zimmer-McClaskey, Frank Inc., Richmond; Gotham-Vladimir Inc. (international), and Cunningham & Walsh (for affiliated Eskimo Pie Corp.). The emphasis is on network television where Reynolds has:

• Nine commercial minutes a week on ABC-TV's "Operation Daybreak" (*Dav in Court, Peter Lind Hayes, Mothers Day, Liberace, Chance for Romance, Beat the Clock*) starting today (Oct. 13). As of last week, clearances were effected on 82 stations (84.8% of total U.S. tv homes). The stress will be on Reynolds Wrap and other household aluminum products.

• 26 weeks of *All-Star Golf* which it cosponsors with good customer Miller Brewing Co. (labels for Miller's High Life) on 132 ABC-TV stations. Reynolds' three-minute commercials on this weekly series which began this past weekend (Oct. 11) will be aimed at the golf-playing executive or contractor whose firm might be a potential Reynolds client.

• One-half sponsorship of *Walt Disney Presents* on ABC-TV effective Oct. 3. Its co-sponsors also are old Reynolds cutomers —Kellogg Co. and Hills Bros. coffee. The 52-week contract takes in 148 stations, gives Reynolds an average three minutes of commercial time each Friday night in which to bring home to a family audience all of its sundry activities.

With a total of 15 minutes a week, Reynolds both outspends and outtalks the competition to a considerable degree (see box, page 38).

Aside from telling aluminum's story to the home audience, television helps win new corporate clients for Reynolds—especially in the burgeoning field of metallic foil product packaging. Explains Special Projects (advertising) Director A. C. (Al) Kintner:

"In these days of stiffening competition, where there really is little appreciable difference between per-pound price structure, a prospect might well be justified to ask our sales people, 'why should I do business with you—why not with Alcoa? What's in it for me?'

"Our answer," says Mr. Kintner, "inevitably is that our television works for them, too. People recognize our seal on the products they buy, will instinctively buy these packages instead of competing brands." Recalls Dave Reynolds: "Recently I talked with a manufacturer of aluminum golf carts. He was about to sign with one of our competitors till I told him of our intention to telecast golf on weekends. He's now one of *our* clients."

Prospects left unmoved by this pitch are shown yet another angle in which television plays a major role: product identification.

This past summer, Reynolds market research canvassers polled 1,403 women in 43 cities, asked how many of them could spot the Reynolds seal at a glance: 83.3% could. Then, another sampling was taken to determine "brand" of aluminum foil preferred: 70% said "Reynolds Wrap." (Interestingly, in 1955—two years after Reynolds began putting its seal on clients' products—the recognition sample was as high as 72%). During the past five years, the seal has been put on 12 billion packages; so far in 1958, 2.3 billion packages of 343 different products will bear the slogan, "Quality Protected With Reynolds Wrap Aluminum Packaging."

In a roundabout way, television also has helped the company's finance department swing loans needed for Reynolds' rapid growth. "Television has helped make us well-known in the financial community," declares ad director Dave Beard. By the end of the year the funded debt will be down to $380 million. He submits that there are times "when we feel like asking the controller to kick in some money to pay for our television campaigns—after all, he benefits, too!"

The idea isn't too far-fetched, at that. The corporation's public relations department, as concerned with aluminum sales as with company goodwill in the many communities in which it operates, is buying time with which to promote the image of Reyn-

PIE IN THE SKY

While Reynolds Metals bets most of its broadcast media bankroll on television, an affiliated company is planning to make history in radio.

Allied with Reynolds Metals Co. (70% of its preferred shares and 79% of its common are owned by U. S. Foil Co., Reynolds' holding firm), Eskimo Pie Corp. seeks to become the ice cream industry's first year-round advertiser in radio, training its sights on the home freezer market.

Ranking 28th in the nation's top 30 radio spot advertiser roster [ADVERTISERS & AGENCIES, Aug. 11], Eskimo Pie spent about $400,000 in 1958's second quarter, which its agency, Cunningham & Walsh, estimates to be four-fifths of its total budget.

Current Eskimo Pie head is J. Louis Reynolds, also Reynolds executive vice president. His operating vice president, Robert M. (Barry) Woods, explains that Eskimo Pie is not an ice cream maker *per se* (though it does supply chocolate coating mixes). It's in business to sell aluminum ice cream wrappers—and franchises.

On five-year (renewable) terms it leases to national, regional, and local dairies, such as Borden's, National Dairy, Arden Farms, Hood, Cabell, Foremost, $150,000 worth of ice cream extrusion and wrapping equipment which the lessees then amortize by agreeing to buy all foil wrapping and packaging from Reynolds. Eskimo Pie will back the local franchise-holders with radio spot.

olds as "a good place to work, a good citizen for all communities." Roughly speaking, about $50,000 a year goes to buying time on such outlets as:

• WRNL Richmond—for a 52-week schedule of five-minute Mon.-Sat. newscasts in which the Reynolds announcer tells the residents that the firm is vital to Richmond's needs because: its 2,900-man labor force accounts for an annual payroll of $18.2 million; that 500 additional employes (moved from Louisville)—projected by family growth—will swell Richmond's population by 1,307 and bring in $244,200 in annual rentals, $3.8 million in home purchasing power, $1.6 million in home building power, $1.4 million in new bank deposits and $1.8 million in new retail sales.

• WSVA-TV Harrisonburg, Va.—for an alternate-week, 15-minute *Shenandoah Showcase* to acquaint the area with the new Grottoes, Va., plastics plant and its 200 employes. The show itself adds to Reynolds' public relations impact by broadcasting messages of local charities that would otherwise not be able to buy time.

• WMSA Massena, N.Y.—for sponsorship of the home games of Clarkson College's ice-hockey team. Purpose: to familiarize upstate New York with the importance of the new $100 million St. Lawrence Seaway reduction plant now nearing completion. When in operation, this factory will supply a neighboring General Motors plant with aluminum for use in auto engines.

Then there are a number of local or regional sports programs which the public relations department finds "extremely useful" in building "a corporate portrait." For years it used to sponsor the U. of Kentucky football and basketball games on WHAS Louisville, also purchased local cut-ins on network programs carried by WAVE-TV Louisville. In Arkansas, where Reynolds has a formidable investment in bauxite and alumina mines (Hurricane Creek, Arkadelphia, Jones Mills) it has in past years part-sponsored the U. of Arkansas grid games (and the famed Aluminum Bowl coverage) on portions of that state's Razorback Radio N twork (KLCN Blytheville, KAMD Camden, KDQN DeQueen, KELD El Dorado, KFPW Ft. Smith, KWFC-KBLO Hot Springs, KNEA-KBTM Jonesboro, KXLR Little Rock, KVMA Magnolia, KVSA McGehee, KHBM Monticello, KTLO Mountain Home, KXRJ Russelville, KWAK Stuttgart and KRLW Walnut Ridge).

Says public relations director Donald B. McCammond: "Our immediate problem is to pipe the new ABC-TV schedule into every one of our mine and plant cities." If necessary, this will be done by adding delayed broadcast stations in markets where ABC-TV cannot gain clearances. Adds associate William A. Lashley: "We feel that both radio and tv can help us maintain good community relations and help sales at the same time." Messrs. McCammond and Lashley foresee increasing use of broadcast-public relations programs, co-sponsored by Reynolds and local plant managements.

The brunt of Reynolds' network push has been felt by its spot program. Until a year ago, Reynolds used to blitz farm radio markets with commercials extolling the virtues of aluminum sidings. This is no longer necessary. "While radio did a yeoman's job for us," explains Al Kinter, "the farmer without a tv set these days is a rare bird indeed!"

Spot isn't entirely out—at least not tv spot. Not long ago Reynolds introduced a builder's package of 20 or more staple products made out of aluminum that, it was claimed, would cut home maintenance costs by "at least" $3,700 over a 30-year period, would help realize Reynolds' goal of upping home-building use of aluminum from 40 to 1,500 pounds a house. To aid its construction customers, e.g., National Homes Corp. (Viking line), sell these aluminum-equipped homes, Reynolds will from time to time enter a "friendly market" with spot allocations.

To its two principal competitors—Alcoa (1957 net sales: $875.5 million) and Kaiser (1957 net sales: $391.6 million)—Reynolds' aggressive and adroit use of air media spells trouble in one way, help in another. There remains no doubt in anyone's mind that television has opened up vast new market potentials—viewers are constantly writing in with new ideas of how they think aluminum could or should be used. The aluminum industry is always interested in finding new uses, new markets. All three companies spend an enormous amount of money researching "futures," and Kaiser and Alcoa—both pushed into foil production by Reynolds' bold move 11 years ago—appreciate the job Reynolds has done, though they may not like it in terms of dollar sales. Reynolds, on the other hand, welcomes Kaiser's use of tv, also Alcoa's, for "the more people become interested in aluminum, the better we like it."

And the narrower the gap becomes between Reynolds and Alcoa.

WHAT REYNOLDS' RIVALS DO

To what extent does Reynolds Metals Co. "outspend and outtalk" its domestic competitors? Here's what other aluminum makers are doing in radio and tv:

• Aluminum Co. of America—on network tv as sponsor of the alternate-week *Alcoa Theatre* on NBC-TV. The $3 million Alcoa spends on this Screen Gems Inc. package for 26 weeks is shared by the corporation (through Fuller & Smith & Ross) and its consumer division (through Ketchum, MacLeod & Grove). Additionally, KM&G puts about $500,000 into spot on behalf of home aluminum and heavy industry use of the metal. Broadcast allocations represent about one-fourth of total ad budget. Its current expenditures in tv represent cutback of what it spent in 1951-6 as sponsor of CBS-TV's *See It Now* and NBC-TV's alternate-week hour-long live *Alcoa Playhouse*.

• Kaiser Aluminum & Chemical Co.—shares in the Kaiser Industries Inc.-sponsored *Maverick* which runs 52 consecutive weeks on ABC-TV. Kaiser has three-fourths sponsorship in series. Commercials are shared by the various Kaiser enterprises. The $4 million investment also represents cutback of what Kaiser spent in 1956-57 as sole sponsor of live, hour-long *Kaiser Aluminum Hour* on NBC-TV alternate Tuesdays. Agency is Young & Rubicam.

• Aluminium Ltd.—its aluminum output represents only 10% drop in U. S. bucket, but it's still spending $1 million a season as it has been doing since first participating in *Omnibus* in 1954. What was once one-fourth sponsorship of 90-minute show now has become full sponsorship of 12 out of total of 15 hour-long shows on NBC-TV. Agency is J. Walter Thompson Co.

different in APPROACH

Everything we do at W-I-T-H is measured by one basic yardstick:

"What's good for Baltimore is good for W-I-T-H."

That's a nice, cozy statement. A real "heart-throbber." A lot of stations can make it in their own behalf. Many of them *do* make it. So, when you hear it, consider the *source*. What—and who—is *behind* it?

When W-I-T-H was founded in 1941, it became the *first independent Baltimore* radio station. It has *remained* independent to this day. Now doesn't it make good common sense that a station, completely independent throughout its 17-year career, has had many more *opportunities* to serve the interests of its community? W-I-T-H has had hundreds of such opportunities—has *made* many of them, in fact—and has served them well.

Result? A special bond between Baltimore and W-I-T-H that you have to experience on the spot to appreciate fully—but that you can obtain to your *product's* advantage by *advertising* on W-I-T-H. It's a mighty bonus!

Tom Tinsley
President

R. C. Embry
Vice Pres.

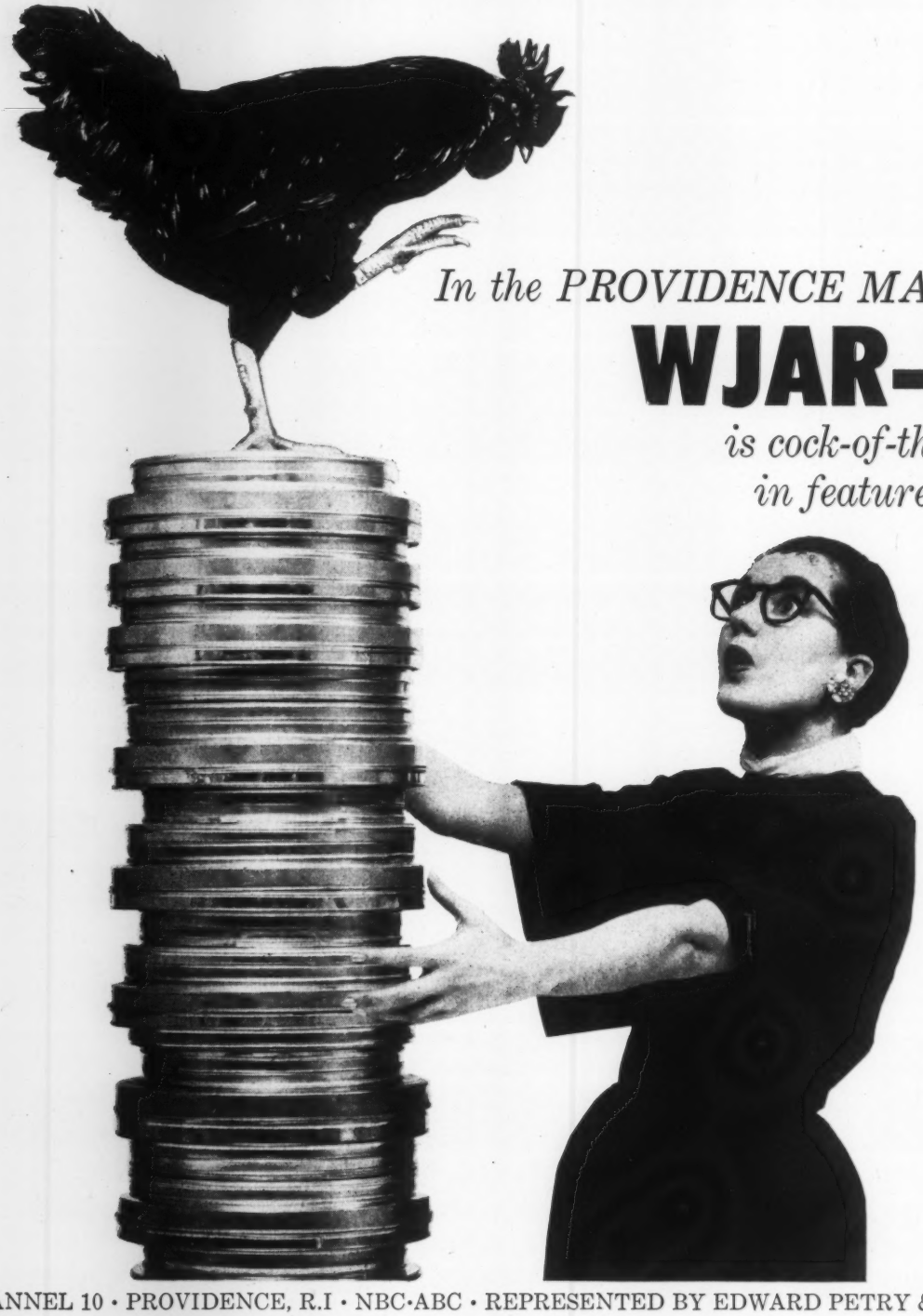
W-I-T-H

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Clarke Browne Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Chicago, Detroit and West Coast

Henrietta sees Red

and puts a $1,000,000 film library to work!

Timebuyer Henrietta Hickenlooper picks WJAR-TV because WJAR-TV has a corner on quality feature films in the Providence market — the cream of the crop from 20th Century Fox, Warner Brothers, Selznick, MGM, RKO, Columbia, United Artists!



In the PROVIDENCE MARKET

WJAR-TV

is cock-of-the-walk in feature films!

CHANNEL 10 • PROVIDENCE, R.I • NBC•ABC • REPRESENTED BY EDWARD PETRY & CO., INC.

W&G SUES BON AMI IN AGENCY SWITCH

- **Asks fees to June 1959**
- **Includes money not placed**

For 78 years the Bon Ami Co., New York, has used the slogan "Hasn't Scratched Yet." But last week, preparing to answer a breach of contract suit filed by its former agency, the advertiser was attempting to heal itself of what one executive called "the 57-week barter itch," suffered through television exposure by the firm's former management.

The suit is unique in agency-client relations in that payment is sought for commissions on advertising not yet placed as well as that in the past.

Weiss & Geller Inc., New York, discharged last month as Bon Ami's agency, has filed the suit in New York Supreme Court. W&G charges the peripatetic advertiser [ADVERTISERS & AGENCIES, Sept. 15] with violating the cancellation terms of its agreement and demands restitution of $115,-199.18. The sum reflects commissions claimed for advertising already placed; it does not account for advertising to be placed for the period December 1958-June 1959, but W&G is taking a different action to retrieve those future commissions (see below).

Weiss & Geller contends it is entitled to all agency commissions on billing now placed by the new agency, Cole, Fischer & Rogow Inc., New York, through next June, the earliest possible termination date of its two-year contract with Bon Ami.

Virtually all of the commissions claimed by W&G are on broadcast billing, tv barter billing in particular. Bon Ami last week said W&G is in no way entitled to these commissions and added that commissions already paid the agency on barter by the former Bon Ami management were not called for, since the barter business had been placed direct with stations through Guild Films at a time prior to W&G's appointment last Feb. 5. Bon Ami said thereby the agency already has been paid more than it deserves.

Its answer must be filed with the court this Thursday (Oct. 16).

Meanwhile, Weiss & Geller has taken two actions in pursuit of its case. The agency has obtained from the court a warrant of attachment freezing some $56,000 of Bon-Ami's assets at Manhattan's Chemical Corn Exchange Bank. It also has written some 40 tv stations in which it and/or the new agency has placed cash tv spot campaigns to demand that the new agency be denied its commissions and that they be reserved for W&G.

The letter, written by W&G Executive Vice President-Media Director Max Tendrich, says in part: ". . . We hereby notify you that all commissions due on the complete 1958 fall campaign for the Bon Ami Co., as well as any other billing for the Bon Ami Co. which may be placed with your station until June 5, 1959 at the earliest, belongs to us and is payable to none other. . . . We regret any difficulty that this situation may cause for you but we hasten to assure you that it is not of our own making."

Mr. Tendrich explained Thursday (Oct. 9) that the agency is not demanding actual cash payments from stations (realizing commissions are deducted before agency payment is made to stations) but "that we are merely staking a claim." One station contacted, WRCA-TV New York (on which CF&R has placed $5,235 time and talent business for two football games) said it will ignore the letter, recognizing only the existence of Cole, Fischer & Rogow.

While Bon Ami has yet to formalize its answer, one official said it will base its counterclaim on the premise that Weiss & Geller is demanding agency payment in part for something arranged direct between former Bon Ami management and Guild Films—without benefit of agency. Bon Ami's present management admits that former Bon Ami President Virgil D. Dardi approved paying W&G some commission for a $1.1 million, 57-week barter deal in 35 markets (see box below) but contends this was "totally unwarranted," claiming "all that W&G did was to check out the availabilities."

Specifically, Weiss & Geller seeks recovery of $94,223.93 in commissions alleged still to be due on the barter deal, $4,-484.07 commissions due on July-August-September film production, $15,433.44 commissons due on the fall paid radio-tv campaign and $1,003.02 commissions due on Canadian and U.S. paid-time purchases by Cole, Fischer & Rogow. On Thursday, S. David Liebowitt, counsel for W&G, said

W&G BARES TV BARTER LIST

Among the exhibits in Weiss & Geller's brief deposited with the New York Supreme Court (see story above) is a letter of confirmation dated April 21 wherein W&G President Dr. Max Geller asks Guild Films Co. to deliver some 35 stations for a 57-week barter spot campaign to last from April 28 this year through May 24, 1959. This letter includes cost estimates purportedly provided by Guild on the basis of information that was supplied by the stations themselves. Here is the list:

Station	Per Week	Per 57 Weeks
WBKB (TV) Chicago	$ 2,050	$ 116,850
KABC-TV Los Angeles	1,630	92,910
WRCV-TV Philadelphia	830	47,310
KMSP-TV Minneapolis	1,180	67,260
KGO-TV San Francisco	840	47,880
CKLW-TV Detroit	710	40,470
WGR-TV Buffalo	540	30,780
KTVI (TV) St. Louis	615	35,055
WXIX (TV) Milwaukee	555	31,635
KMBC-TV Kansas City	430	24,510
WSBA-TV York, Pa.	267	15,219
WOI-TV Des Moines	645	36,765
KTVW (TV) Seattle	580	33,060
WKST-TV New Castle, Pa.	292	16,644
WBAL-TV Baltimore	990	56,430
WGAN-TV Portland, Me.	250	14,250
KPTV (TV) Portland, Ore.	345	19,665
WBAP-TV Ft. Worth	820	46,740
WSOC-TV Charlotte	193	11,001
KUTV (TV) Salt Lake City	247	14,079
WTTG (TV) Washington	690	39,330
WLWA (TV) Atlanta	410	23,370
WREX-TV Rockford, Ill.	190	10,830
WROC-TV Rochester	570	32,490
KOOL-TV Phoenix	172	9,804
KOCO-TV Enid, Okla.	218	12,426
KTVR (TV) Denver	450	25,650
WOAI-TV San Antonio	500	28,500
WPST-TV Miami	368	20,976
KTRK (TV) Houston	175	9,975
WSTV-TV Steubenville, Ohio	292	16,644
KTUL-TV Tulsa	258	14,706
WMBV-TV Marinette, Wis.	154	8,778
KWWL-TV Waterloo, Iowa	300	17,100
WWLP (TV) Springfield, Mass.	390	22,230
	$19,121	$1,091,322

As of last week, three of the stations were "lost" to Bon Ami, the firm reported. With NBC-TV shifting affiliation from its ill-fated WBUF (TV) Buffalo to WGR-TV, Bon Ami said its barter time had been scratched and it now buys spots on WGR-TV. It likewise said it had ended barter on KMBC-TV Kansas City and now buys time on that station. Also, Bon Ami said instead of bartering on WBAP-TV Ft. Worth it now buys time on KRLD-TV Dallas.

the barter commission figure should be amended to $94,278.65, but his office declined to explain this latest move.

Bon Ami, claiming to be "low man on the cleanser totem pole," came under new management July 17 following the sale by Baltic Investment Co., New York, of 90,000 Bon Ami shares at $810,000 to Miami investor R. Paul Weesner, whose Commercial International Corp. has interests in hotels, oil wells, supermarkets and airlines. The 1957 annual report shows a net loss of $950,683.28 which former secretary Daniel F. Cunningham ascribed in part to "advertising and promotion of jet spray Bon Ami."

On June 20, 1957, the Bon Ami-formed Chatham Corp. purchased from Guild, "for $1.00 and other consideration," tv time spots aggregating $1.25 million at end card rates; that same day Chatham assigned its interest in this agreement to Bon Ami for a cash consideration of $830,000. On Aug. 21, 1957 Bon Ami acquired certain rights—including tv—to a group of 170 films held by Icthyan Assoc., S.A., for a cash consideration of $1.15 million "subject to a further payment of $173,000 to the seller from the first receipts from the exploitation of the rights."

That month, also, Bon Ami bought from Guild tv time spots aggregating $6 million at end card rates over a 5-year term for $3.6 million and at the same time handed Guild its interest in Icthyan in exchange for $1.15 million credit applied to the earlier deal. The $2.45 million balance was to be paid in installments effective that October. A new agreement between Bon Ami and Guild (direct) was drawn up February this year. It is the dispositon of this agreement on which Bon Ami apparently will peg its counterclaim.

Counsel for Bon Ami is Emil Morosini Jr., partner in the Wall Street law firm of Green & Morosini. Latter also is counsel for Commercial International Corp. and holds the posts of vice president, treasurer and secretary of Bon Ami.

W-L TALKS MERGER WITH REYNOLDS CO.

A top advertising story is being written in financial quarters in the proposed merger of R. J. Reynolds Tobacco Co. of Winston-Salem, N. C., and Warner-Lambert Pharmaceutical Co. of Morris Plains, N. J.

Last week, the boards of directors of the two companies—both leading national advertisers—unanimously agreed to "continue exploration" of consoldiation.

To effect a merger, probably the companies would exchange stock on a 1-for-1 basis. Both companies bring about the same asking price on the New York Stock Exchange: Reynolds' average this month was 89; Warner-Lambert 84. Warner-Lambert has reassured its employes of company identity and same management, although Reynolds had $1.05 billion in sales as against W-L's $158 million in 1957. As advertisers, this is the image of each:

• Reynolds Tobacco: nation's 12th largest advertiser, spent in excess of $30 million last year, about $18 million in broadcast media. Leading in regular and filter tip cigarette unit sales in 1957 (Camels: 64 billion; Winston: 40.8 billion), Reynolds ranks second to American Tobacco Co. in overall unit sales, including exports (123.3 billion against ATC's 126 billion). Sales in 1958 are expected to reach $1.1 billion. Through its agency, William Esty Co., New York, Reynolds buys heavy in network tv. In spot, Reynolds spends about $3 million. Its products, aside from Winstons and Camels, are Salem, Cavalier (cigarettes) and Prince Albert smoking tobacco.

• Warner-Lambert: nation's 19th largest advertiser, spent about $28 million in advertising last year, $18 million of this to promote its Family Products Div. consumer products. Slightly less than 50% of the consumer ad budget goes to broadcast media; at present most of this is in spot tv. It is shopping for network properties again, having dropped out of NBC-TV's *Tic Tac Dough* and *Restless Gun* last month. Its 1958 sales are expected to be about $177 million. Merger-minded Warner-Lambert (formerly William R. Warner Co.) took its name from the 1955 merger with the Lambert Co., a year later absorbed Emerson Drug Co. (Bromo Seltzer) and Nepera Chemical Co. (Anahist).

Recently, the reorganized Family Products Div. trimmed from six agencies to three (Lambert & Feasley and Ted Bates & Co. bill about $7-8 million each; Warwick & Legler, has about $2 million).

Lambert & Feasley services Listerine products, Antizyme toothpaste, Ciro perfumes, the Richard Hudnut line of cosmetics (shifted this past spring from Sullivan Stauffer, Colwell & Bayles), DuBarry line of cosmetics (shifted, effective Jan. 1, 1959, from Norman, Craig & Kummel) and Emerson Drug Div.'s Fizzies soft-drink flavor tablets (shifted, also effective next Jan. 1, from Lennen & Newell). Warwick & Legler this past year picked up Bromo-Seltzer from L&N, was assigned new Sterisol mouthwash now being tested. Ted Bates has the Anahist line plus the new Virisan cold tablet and spray products.

Anahist, which advertises during the fall-winter months, is in tv spot as will be Virisan and Bromo-Seltzer (latter using some radio network and spot). Listerine—one of the former network participants—broke this month in 75-80 tv spot markets, and Fizzies is all tv spot during its summer-months campaign. The Hudnut line, once a tv network advertiser when it was at Kenyon & Eckhardt two years ago (NBC-TV's *Your Hit Parade*) is out of radio-tv as is DuBarry. A Warner-Lambert advertising executive, speaking only for Family Products Div., indicated the company has plowed its network allocations into accelerated spot and hinted that it would scout "several" network properties.

Lambert & Feasley also services the Prophy-lac-tic Brush Div. and shares in servicing the Warner-Chilcott Labs with Sudler & Hennessey. W-L also uses ethical advertising specialists Noyes & Sproul and Rockmore Co. Fletcher D. Richards Inc. services the Prolon Plastics Div.

PREVIEW

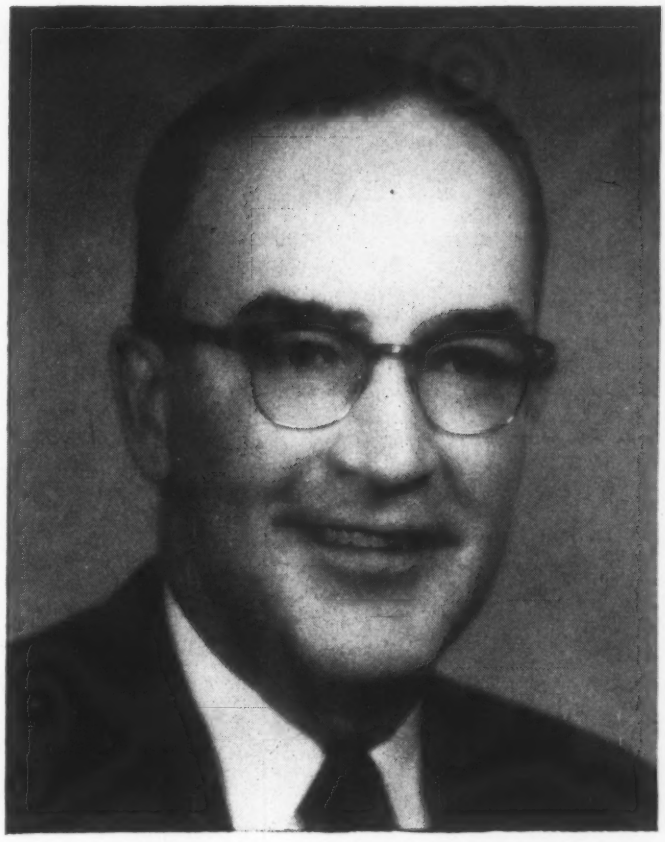
SPORTSMAN TAMES LION-HEADED MALE

Starting Nov. 15 the Lambert-Hudnut Div. of Lambert Pharmaceutical Co. opens a substantial spot television compaign on behalf of its Sportsman men's toiletries line. Basic 60-minute commercial to be used features a lion's head placed on top of a man's body. A woman is seen feeding the "lion." Says the audio: "A Sportsman gift will have any man eating right out of your hand."

The commercial begins with a girl in the living room and her husband hidden behind a newspaper—the announcer saying, "How about the man in your life?" The girl's voice then asks if he is a lion, wolf, bear or lamb, the film showing each of the animals. After a hard sell pitch for the products—shaving lotion, cologne, hair dressing, deodorant and talcum—the commercial cuts to the living room.

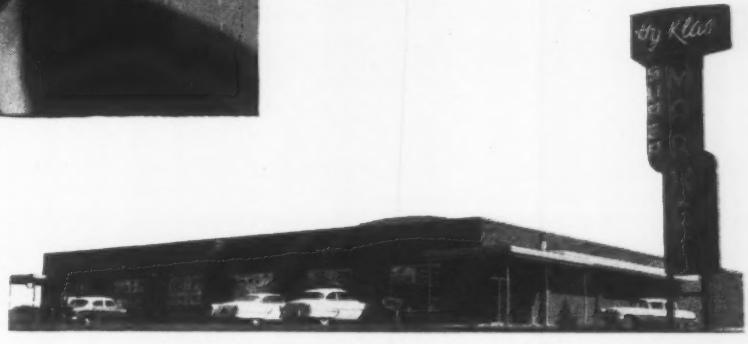
This will be Sportsman's big effort in tv (sales season is the pre-Christmas gift-giving period and the campaign will run until Yuletide). The campaign will run in about 43 major markets throughout the U. S.—the first time Sportsman has concentrated on spot tv (last year, a "corporate" buy was made on NTA film network). At least 20 spots per week will run in each market, and on some stations as high as 40. Other than this campaign, only tv used by Sportsman is co-op tv.

Originally, a real lion was to be used. But red tape and insurance problems and the danger of lions eating out of humans' hands doomed that plan. Agency is Norman, Craig & Kummel, New York. The spot was produced by Transfilm, N. Y.



"When it's advertised on KMA, *I have to put it in most of our stores!"*

says Lee Pemberton, Sr., Head Buyer for Beaty Grocery Company, St. Joseph, Missouri, Operators of 355 HY-KLAS food markets. 226 of them are in the four-state area served by KMA.



This is a typical Hy-Klas super market. Hy-Klas is the largest independent chain in the midwest area.

Mr. Pemberton's experience is typical of buyers in KMAland. KMA listeners in 4 states buy what is advertised on their favorite radio station. And business is good in the farm-rich area covered by KMA. The latest Federal Reserve Bank figures show that farm income in this area is higher today than at any time since 1954.

Pulse proves KMA has the audience...and sales results prove that it's a loyal audience with money to spend.

Enough said?

Join the 218 spot users who get sales action on KMA.

THE HEART BEAT OF THE CORN COUNTRY

K M A **SHENANDOAH, IOWA**

5000 WATTS, 960 KC ABC

Affiliated with COLOR TELEVISION CENTER K M T V OMAHA

Represented by EDWARD PETRY & CO., INC.

WHLI
THE VOICE OF LONG ISLAND

10,000
POWERFUL
WATTS

reaching 5,500,000 people . . .
at an AMAZINGLY LOW, LOW
COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE...
GREATER LONG ISLAND
(NASSAU-SUFFOLK)

EFFECTIVE BUYING
INCOME
$4,138,212,000

"PULSE" proves WHLI HAS THE
LARGEST DAYTIME AUDIENCE IN
THE MAJOR LONG ISLAND MARKET.

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

Houston Tells AAAA How to Balance Tv Use

Balancing the use of nighttime and daytime tv in marketing problems must not always be a matter of judgment—with new equipment and techniques "now bringing in the beginnings of some conclusive answers," Bryan Houston, board chairman of Bryan Houston Inc., told management representatives at the American Assn. of Adv. Agencies' central regional meeting in Chicago Thursday.

"In our own shop, we are involved in a long-term project that has to do with the old question of how much is advertising worth for various types of products in markets which are at various stages of development," Mr. Houston reported. "We certainly haven't the answer as yet, but we certainly do know some interesting things that we did not know a year ago. Even more interesting is the fact that the work we are doing . . . is clarifying our thinking on a number of problems of advertising and marketing."

MR. HOUSTON

He urged management representatives at the Thursday morning panel to "use creative knowledge and techniques that neither you nor your clients have already read in a trade paper. Do the things that make for good public relations and then they will be fairly easy to talk about effectively." He felt the agency business is entering "the most exciting and productive time" in its history.

Mr. Houston warned that "if you have nothing to discuss with your clients but closing dates, or matching frequency and size to fit the budget, or the agency commission system, you are quite apt eventually to lose the later discussion when it finally develops into an argument." He also claimed that "modestly and intelligently handled, publicity can improve your public relations slightly in depth and considerably in breadth."

Frederic R. Gamble, AAAA president, opened the Thursday management conference under chairman James G. Cominos, vice president in charge of radio-tv for Needham, Louis & Brorby Inc. Mr. Gamble discussed agency profits in general terms, citing statistics compiled in a forthcoming new AAAA survey. Presumably, the study is designed as a followup to last summer's 1958 first-half report on agency billings [ADVERTISERS & AGENCIES, Aug. 11].

The findings likewise will be presented by Mr. Gamble at subsequent AAAA regional meetings in Palm Springs, Calif., this week (Oct. 12-15) and in New York (Oct. 27-28). Gist of the conclusions and Mr. Gamble's recommendation will be released after the eastern region's annual meeting.

Other Thursday speakers included J. Davis Danforth, executive vice president of BBDO and AAAA chairman; Melvin Brorby, senior vice president, Needham, Louis & Brorby Inc.; Earle Ludgin, board chairman, Earle Ludgin & Co., and Alan R. McGinnis, board chairman and treasurer, Klau-Van Pietersom-Dunlap Inc., among others.

TelePrompTer Seeks to Kindle Enthusiasm for Live Spotting

In the hope of encouraging national advertisers to use live spot campaigns more frequently, the TelePrompTer Corp., New York, will call on advertising agencies in New York next week and deliver a slide presentation on a concept the company calls "The TelePrompTer Live Spot Network."

Actually, there is no formal network, but the presentation will point out that there are 121 tv stations with TelePrompTer equipment, which will provide agencies and advertisers with a "network" for live tv commercials. TelePrompTer believes that this availability of outlets has not been emphasized to agencies and advertisers accordingly, live tv commercials have not fared so well as film in spot tv planning.

The TelePrompTer presentation cites various surveys which reveal that the reasons agencies use films for spot commercials are: accuracy is insured, performance is guaranteed, identical commercials run in all markets, and production problems are eliminated once the film leaves the agency. TelePrompTer replies to these claims by pointing out that the use of its standard cueing equipment at 121 tv stations by trained personnel will insure accuracy and guarantee performance.

The presentation adds that through use of TelePrompTer's "Telepro 6000" rear screen projector, identical production values can be attained in different markets. The projector can function with 85 slides and tell a commercial story with the use of photos, ads, graphs and cartoon sequences reproduced with animation. It is installed at 55 tv stations in 55 markets.

The presentation makes the point that the national advertiser now is in a position to take advantage of not only many of the factors he previously had associated largely with film but also these "plusses" of live commercials: the use of local personalities, who have built up a strong following through the years, have a feeling for the community and are respected and believed by the local audience.

AN ANNOUNCEMENT

Florence Small has resigned as agency editor of BROADCASTING to head her own public relations and advertising counselling organization. Her new firm is Penthouse Television Assoc., located at The Penthouse, 595 Madison Ave., New York; telephone: Plaza 3-4380. Miss Small has been with BROADCASTING for 12 years, having served first as Chicago bureau chief before moving to New York and becoming agency editor.

9 OUT OF 10 POST '48

IN MOVIELAND GROUP'S ALL STAR LINE-UP

Post' 48...that's the key to the high ratings A.A.P.'s Movieland Group is scoring in market after market. You get 81 top pictures, all sure hits, from such major studios as RKO, 20th Century-Fox, UA, Universal, Korda and others. Featured are such big league stars as Ginger Rogers, Lilli Palmer, Bette Davis, Paulette Goddard, Rex Harrison, Joseph Cotten, Orson Welles. This popular, saleable package of great new pictures is first run in many areas. Put them to work for you.

For full details, write, wire, phone:

a.a.p. inc.

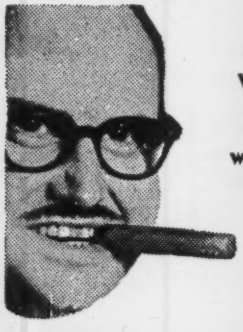
Distributors for Associated Artists Productions Corp.
345 Madison Ave., MUrray Hill 6-2323 NEW YORK
75 E. Wacker Dr., DEarborn 2-2030 CHICAGO
1511 Bryan St., Riverside 7-8553 DALLAS
9110 Sunset Blvd., CRestview 6-5886 LOS ANGELES
Prices for individual pictures on request

WHAT'S JOE DOING WITH A FIFTH?

An observant Madison Ave. lady writes:

Joe Floyd boasts coverage in four states for his beloved KEL-O-LAND tv hookup. Okay. But Nielsen shows a fifth state as well. (NBC #3 Composite) What gives? Is Mr. Floyd being modest, or doesn't he know his own strength?

Miss M. Hunkifer



"Modest? Who, me? It's Mr. Nielsen who's being modest."

KEL-O-LAND

CBS • ABC • NBC

America's Great 4-State Beam: South Dakota, Minnesota, Iowa, Nebraska—plus!

KELO-TV
Sioux Falls: *and boosters*

KDLO-TV
Aberdeen-Huron-Watertown

KPLO-TV
Pierre-Valentine-Chamberlain

General Offices: Sioux Falls, S.D.
JOE FLOYD, President
Evans Nord, Gen. Mgr., Larry Bentson, V.P.

REPRESENTED BY H-R
In Minneapolis: Wayne Evans & Assoc.

Carlock Leaves C & H; Four Others Promoted

A top executive and major stockholder of Calkins & Holden, New York, resigned last week. Merlin E. Carlock, vice chairman and a partner, who is selling his stock in C & H, said he had not yet decided on his future connection but was studying several offers.

Formerly a vice president of Benton & Bowles, Mr. Carlock had been with C & H for eight years. Apparently there had been "differences of opinion" with his partners at the agency. Reportedly one of them was over the agency's failure to effect a merger with Burke Dowling Adams [ADVERTISERS & AGENCIES, Sept. 29]. Mr. Carlock was a motivating force seeking the combination of the two.

In announcing acceptance of Mr. Carlock's resignation Oct. 6, the agency's board of directors also revealed these changes: Walter B. Geoghegan, a vice president, elected senior vice president; W. A. Chalmers, a vice president, elected executive vice president; A. Dudley Coan, account supervisor, and Warren E. Rebell, director of media and research, elected vice presidents. C & H has a number of top accounts, among them, Boeing Airplane, Bavarian Brewing, part of Gulf Oil Corp., New York Stock Exchange (with which Mr. Carlock has been closely associated), Oakite (cleaning compound), Stegmaier Brewing and others.

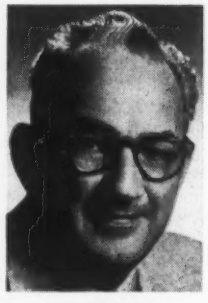
Shun The Role of Tv 'Pitchman,' N. Y. Medical Group Asks Members

The New York County Medical Society has urged that no physician endorse proprietary remedies on television. An editorial in *New York Medicine*, official publication of the society, expressed this last week. The editorial, which was prompted by a report of three young physicians that they had been invited to make filmed commercials, asked doctors to "think twice before agreeing to make a commercial."

The editorial raised these questions: "Should any physician make his reputation as a pitchman and substitute for a professional actor? Should not a physician make his effort in the practice of medicine and not in advertising?; when his television contract expires, how can a doctor regain his reputation as a practicing physician?" However, the society has made no official ruling. The society noted that the tv industry code now forbids use of actors playing doctors in commercials, but noted an out to this is the effort to hire real doctors for the commercials.

Raymond Morgan, Creator Of 'Queen for a Day,' Dies

Funeral services were held last Monday (Oct. 6) for Raymond R. Morgan Sr., 63, founder of Raymond R. Morgan Adv., Hollywood (division of Fletcher D. Richards Inc.).



MR. MORGAN

Mr. Morgan, who died Oct. 3 in Los Angeles, is credited with pioneering daytime audience-participation shows with *Breakfast in Hollywood*. Other shows that he created, owned and produced: *Chandu the Magician, Omar Khayyam, Strange as it Seems, Heart's Desire* and the 14-year-old *Queen for a Day*.

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

NOTE: The Sindlinger interviewing week has been changed to Saturday through Friday, with questions on the basis of "yesterday." Thus, the "activity" week now runs Friday through Thursday.

There were 125,766,000 people in the U. S. over 12 years of age during the week Sept. 26-Oct. 2. This is how they spent their time:

72.1%	(90,677,000) spent	1,848.4 million hours†	WATCHING TELEVISION
58.2%	(73,196,000) spent	1,131.8 million hours	LISTENING TO RADIO
83.2%	(104,637,000) spent	412.1 million hours	READING NEWSPAPERS
36.0%	(45,276,000) spent	210.9 million hours	READING MAGAZINES
25.8%	(32,448,000) spent	395.2 million hours	WATCHING MOVIES ON TV
23.2%	(29,170,000) spent	121.5 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People—numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Sept. 1, Sindlinger data shows: (1) 111,385,000 people over 12 years of age see tv (88.6% of the people in that age group); (2) 43,132,000 households with tv; (3) 47,491,000 tv sets in use in U. S.

Gets to Detroit's big mobile audience with vital traffic bulletins!

Combining public service with direct selling to a highly receptive market, the dramatic "Traffic-Copter" is another reason why WJBK is Michigan's most result-producing independent radio station. During Detroit's peak automobile movement the "Traffic-Copter" spots accidents and congestion, checks traffic flow, and relays the information immediately to a vast automobile audience. It covers all the main arteries and advises of best routes. It performs a genuine service. WJBK *presents your message to an appreciative and responsive audience out-of-home and in home!* . . . Storer Radio sells with the *impact of integrity.*

"Famous on the local scene"

WJBK

THE MODERN SOUND OF RADIO IN DETROIT

Represented by the KATZ AGENCY, INC.

STORER BROADCASTING COMPANY

Storer Radio

WJBK	WIBG	WWVA	WAGA	WGBS	WSPD	WJW
Detroit	Philadelphia	Wheeling	Atlanta	Miami	Toledo	Cleveland

A moment in history and...

YOU ARE THERE

Great events become great television as *YOU ARE THERE* takes viewers behind the scenes to re-create history's most drama-charged pages.

The final hours of Joan of Arc; the Boston Tea Party; the first flight of the Wright Brothers; Lou Gehrig's farewell to baseball; the death of Dillinger...you are there as these and 34 more "headline stories" are re-created in present tense, as half-hour television news specials.

Combining the sweep of history with the excitement of on-the-spot television coverage, and narrated by CBS Newsman Walter Cronkite, *YOU ARE THERE*, a Peabody Award-winner, is distinguished, different entertainment for all audiences, all markets.

"...the best film programs for all stations" **CBS FILMS**

Offices in New York, Chicago, Los Angeles, Detroit, Boston,
San Francisco, St. Louis, Dallas, Atlanta. Canada: S.W. Caldwell, Ltd.

Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) Showing the Ownership, Management, and Circulation of Broadcasting, published weekly at Washington, D. C., for September 29, 1958.

1. The names and addresses of the publisher, editor, managing editor, and general manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.
Managing Editor—EDWIN H. JAMES, Bethesda, Md.
General Manager—MAURICE H. LONG, Chevy Chase, Md.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm its name and address, as well as that of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.: Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 20,410.

MAURICE H. LONG
Vice President and General Manager

Sworn to and subscribed before me this 7th day of October, 1958.

MARY JO FEEHILL
Notary Public

(Seal)

(My commission expires April 14, 1960)

. . . *about paid circulation*

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

BROADCASTING for the past 12 months averaged a paid weekly circulation of **20,410** (as sworn above in the ownership statement). This is the largest paid circulation in the vertical radio-tv publication field as confirmed by Audit Bureau of Circulations. Incidentally only BROADCASTING in its field qualifies for ABC membership since the pre-requisite is paid circulation.

That's why the intelligent advertiser always chooses BROADCASTING as his basic promotional medium in the radio-tv trade field. He knows **paid** circulation is a true reflection of the publication's value.

Council Claims Record Response To Its Anti-Recession Campaign

The Advertising Council's current anti-recession campaign, promoting "confidence in a growing America," has been given "more enthusiastic support" by business and advertising media than any other peacetime public service drive, Charles G. Mortimer, president of General Foods and co-chairman of the council's industries advisory committee, reported last week.

"There have been nearly a hundred million home impressions from the 133 messages broadcast on 29 network radio shows. And close to 1.5 billion home impressions have been obtained from 218 messages carried on 103 network commercial television shows. These figures do not include the enormous coverage through messages donated by local television and radio stations."

Mr. Mortimer said the $255,000 contributed to cover out-of-pocket expenses of the campaign had "generated advertising of a value of nearly $20 million."

EWR&R Promotes Wachter

Frederick J. Wachter, formerly vice president and general manager of the Chicago office of Erwin Wasey, Ruthrauff & Ryan, last week was appointed executive vice president of both the New York office and the eastern division of EWR&R. Roswell W. Metzger, chairman of EWR&R's executive committee, succeeds Mr. Wachter as general manager of the Chicago office and central division.

MRB Starts Ad Reference Service

Marketing Reference Bureau, 1616 Pacific Ave., San Francisco 9, has announced a new reference and research service for users of advertising and marketing trade journals. Starting in November, the *MRB Index* will be published monthly, including two semi-annual cumulative editions.

The 12 annual issues will collate the contents of more than 30 leading publications (including BROADCASTING) in the advertising and marketing fields, cross-filed by subject matter, name of article, description of article and name of magazine in which it appeared. The publication also will report lists of charts and graphs, personnel, associations and organizations available in other magazines.

Charter subscriber annual rate for *MRB Index*, until Jan. 1, is $19, after which its price will be $27.50 annually.

C-C Links 12,000 Pontiac Men

Pontiac Motors dealers numbering 12,000 in 51 cities "met" last Tuesday via closed-circuit tv to hear details of the 1959 Pontiac push—biggest in the carmaker's history. Linked by facilities of Theatre Network Television Inc., the 1-2 p.m. meeting was presided over by Pontiac general manager Semon Knudsen, speaking directly from the Pontiac, Mich., assembly line. The program was the 161st TNT telecast. Pontiac is leaning heavily on radio-tv [ADVERTISERS & AGENCIES, Oct. 6].

Agency Staff Service Offered

Kiernan & Co., New York management consultant firm, has announced the addition of a new service for selection of top management personnel within advertising agencies. Announcement was made last week in the form of a brochure distributed to approximately 2,500 agency executives. Company Vice President Joe Besch, formerly with Crosley Broadcasting Corp. and WINS New York, will be associated with the new service.

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EDT)

NBC-TV

Oct. 13-17, 20-22 (2:30-3 p.m.) *Haggis Baggis*, participating sponsors.

Oct. 13, 20 (7:30-8 p.m.) *Tic Tac Dough*, Procter & Gamble through Grey.

Oct. 13 (9:30-11 p.m.) *Hallmark Hall of Fame*, Hallmark through Foote, Cone & Belding.

Oct. 14 (8-9 p.m.) *Eddie Fisher Show*, Liggett & Myers through McCann-Erickson.

Oct. 15, 22 (8:30-9 p.m.) *The Price Is Right*, Lever Bros. through J. Walter Thompson and Speidel through Norman, Craig & Kummel.

Oct. 15, 22 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall*, Kraft Foods Co. through J. Walter Thompson.

Oct. 17 (8-9 p.m.) *The Further Adventures of Ellery Queen*, RCA through Kenyon & Eckhardt.

Oct. 17 (9-10 p.m.) *An Evening With Fred Astaire*, Chrysler Corp. through Leo Burnett.

Oct. 18 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Oct. 18 (9-10 p.m.) *Jerry Lewis Show*, U. S. Time Corp. through Peck Adv.

Oct. 19 (7:30-8 p.m.) *Northwest Passage*, RCA through Kenyon & Eckhardt.

Oct. 19 (8-9 p.m.) *Steve Allen Show*, Polaroid through Doyle Dane Bernbach, DuPont through BBDO, Greyhound through Grey and Timex through Peck Adv.

Oct. 19 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

Oct. 20 (10-10:30 p.m.) *Arthur Murray Party*, P. Lorillard through Lennen & Newell.

Oct. 21 (8-9 p.m.) *George Gobel*, RCA through Kenyon & Eckhardt.

From Caesars Head Mountain, S.C.

WFBC-TV.. A GIANT AMONG THE SOUTH'S GREAT MARKETS

The Giant of Southern Skies

WFBC-TV
Population 2,783,100
Incomes $3,163,844,000.
Retail Sales $2,337,504,000.
Television Homes 523,830

CAESARS HEAD

Atlanta, Ga.
Population 2,275,900
Incomes $3,419,821,000.
Retail Sales $2,466,048,000.

New Orleans, La.
Population 1,285,800
Incomes $1,582,024,000.
Retail Sales $1,134,440,000.

Jacksonville, Fla.
Population 1,053,800
Incomes $1,436,034,000.
Retail Sales $1,229,777,000.

Birmingham, Ala.
Population 2,219,100
Incomes $2,681,335,000.
Retail Sales $1,766,249,000.

Miami, Fla.
Population 1,305,100
Incomes $2,441,693,000.
Retail Sales $2,243,761,000.

DOMINANT IN GREENVILLE, SPARTANBURG & ASHEVILLE

Here's the new WFBC-TV market . . . with an increase of 48% in coverage area. Figures shown for Population, Incomes and Retail Sales for WFBC-TV are within its 100 UV/M contour (average radius approximately 100 miles). All other markets are measured within a 100-mile radius. WFBC-TV now dominates 3 metropolitan areas, Greenville and Spartanburg, S. C., and Asheville, N. C., and is truly "The Giant of Southern Skies."

Ask For Facts About The New WFBC-TV MARKET. Call or write the station or WEED for additional information about WFBC-TV's great 4-state market in the Southeast.

Channel 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

MAXIMUM HEIGHT—2,000 ft. above average terrain, and 3,978 ft. above sea level.

MAXIMUM POWER—100 kilowatts.

TRANSMITTER SITE — Caesars Head Mtn., S. C.

Population, Incomes and Sales Data from SALES MANAGEMENT, 1958. WFBC-TV's T. V. Homes from Nielsen No. 3.

MEET M

This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television

ET MR. SPREADTHINLY

. . . whose national advertising was spread so thinly that it frequently disappeared where the people got deep. And so did his sales.

When he tried Spot Television, however, he learned that *big potential* is a stepping stone to *bigger sales*, and that was what he wanted.

Let us send you a copy of "A LOCAL AFFAIR" which will show you how powerful Spot Television is on the local scene, where *your* sales are made—or lost.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.

WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU KHBC-TV	Hawaii		
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

MIDWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wis.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS

SOUTHWEST			
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

EAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester	5	NBC

SOUTHEAST			
WLOS-TV	Asheville, Greenville, Spartanburg	13	ABC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS

PETERS, GRIFFIN, WOODWARD, INC.
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

Three Recite Moral Of Flexible Selling

Three radio-tv advertisers who radically revamped their advertising-marketing departments over the past few years told their stories Monday (Oct. 6) before the New York chapter of the American Marketing Assn. The three companies: F. & M. Schaefer Brewing Co., Brooklyn, N. Y. (one product: beer); Campbell Soup Co., Camden, N. J. (91 products: from soup to tv dinners) and General Electric Co., Schenectady, N. Y. (hundreds of products).

Indicative of the importance of changing advertising-marketing strategy was the comment by Campbell Soup's James P. Shenfield, product marketing director, who pointed out that "in our fiscal year ending July 31, 1950, our net sales were $260.4 million. For the fiscal year just ended on Aug. 3, sales were $501.4 million—almost double the 1950 total in only 8 years. We think that's a pretty good record of growth, even after you allow for our acquisition of C. A. Swanson & Sons in 1955. Right now, we have a total of 91 products versus only 26 in 1945. That in itself gives ample evidence of growth and of the need for expanding and streamlining our marketing organization. . . ."

Speaking on behalf of Schaefer was Marketing Vice President John T. Morris; on behalf of GE, Marketing Services Administration Manager Edward S. McKay. Moderator of the session—bolstered by the use of charts depicting organizational breakdown of yesteryear and today—was New York U. Marketing Professor Dr. Arnold Corbin.

The next AMA workshop session is Oct. 16, when Alan Greenberg, research director of Doyle Dane Bernbach, will discuss copy research at a creative agency.

KEYS of her prize, a new Renault Dauphine, are given to Irene Ford of Kenyon & Eckhardt, Boston, by Norton I. Virgien Jr., general manager, WEZE there. In the foreground are Vernon Goodwin and Eugene Klebenov, WEZE account executive and promotion director, respectively. Frank Christian, K&E vice president-regional manager, stands at far right behind the car with other agency staffers. Miss Ford won the car, plus two tickets to a World Series game, in the station's contest among local advertising people for predicting pennant winners and home run and batting leaders with their season's totals.

New Free Radio Script Service Makes Subtle Commercial Plugs

Another gimmick to lure free radio time for national advertisers has appeared.

Jack G. Berefield, of Communications Counselors Inc., New York (subsidiary of McCann-Erickson), is offering radio stations a monthly script service that weaves in adroit mentions for such firms as Avis Rent-A-Car System, John Hancock Mutual Life Insurance Co., Esso Belgium and the government of Cuba and Umbroiler Co. (Shoppers Calculator).

The free plugs include a neat trick—free time for a competing medium, General Outdoor Advertising Co.

Commercial mentions are woven into continuities dealing with travel. In the case of General Outdoor, the script explains that the company introduced highway games on its signs "as a public service to help overcome the dangerous monotony of highway driving and the hazards of road hypnosis." The script closes, "My thanks to the General Outdoor Advertising people for these little games for auto traveling."

Per Inquiry Deal Offered

The per inquiry business has turned an eager eye toward the Pearly Gates. A deal for cemetery monuments is offered stations by O'Neil, Larson & McMahon, 427 W. Randolph St., Chicago. Each inquiry will net stations $1.50. "Presently there is no Rockdale copy in or near your station," according to a letter from E. D. Silha, of the agency. He adds, "It is all virgin territory and ripe for picking."

KHC&C Seminar Agenda Set

The fifth annual one-day seminar on new product introduction, sponsored by Kastor, Hilton, Chesley & Clifford, New York, will be held on Oct. 14 at the Biltmore Hotel in New York. The panel of speakers includes Henry S. Sylk, president, Sun Ray Drug Co.,

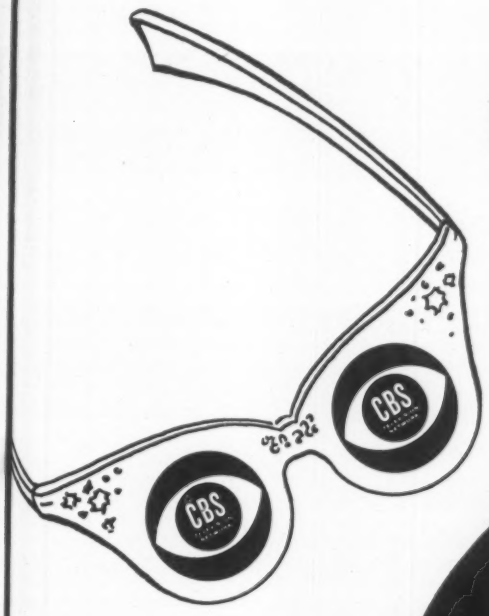
WAPI
Birmingham
Soon to be
50,000
watts*
more than ever
The Voice of
Alabama
5,000 Nighttime
Represented nationally by
Henry I. Christal

LIKE
EVERYWHERE
ELSE – – –

IN

SAGINAW-BAY CITY

– – – ONLY ONE
CAN BE THE LEADER!



CBS
TELEVISION
NETWORK

WKNX-TV

LAKE HURON BROADCASTING CORPORATION

207,000 WATTS **SAGINAW, MICHIGAN**

REPRESENTED BY: GILL-PERNA, INC.

Eastern Maine
is
YOURS...

WITH
MOST POWERFUL
CHANNEL TWO-

The station that *reaches* Eastern Maine's 500,000 people.

EARN AN EXTRA
5%

A 5% Discount Is Allowed When WLBZ-TV Is Bought In Matched Schedules With WCSH-TV Portland.

National Representatives
Venard, Rintoul & McConnell, Inc.

Weed Television Corp.—Boston
for Mass., R. I. & Conn.

WLBZ-TV
Bangor, Maine

CBS-TV Affiliate
A RINES STATION

Philadelphia; Robert Curran, legal advisor, Dept. of National Health & Welfare, Canada; Mary Margaret McBride, radio-tv personality; Edward Sawyer, manager, premium department, General Foods Corp., White Plains, N. Y.; Samuel G. Barton, president, Market Research Corp. of America, New York, and Lloyd K. Neidlinger, executive director of the U. S. Council, International Chamber of Commerce.

AGENCY APPOINTMENTS

Lowrey Organ Div., Chicago Musical Instrument Co. (electric organs), Chicago, appoints J. Walter Thompson Co., Chicago, effective Jan. 1, 1959. D'Arcy Adv. Co. to service through December this year.

Revlon Inc., N. Y., appoints Heineman, Kleinfeld, Shaw & Joseph Inc., N. Y., to handle advertising for That Man, new men's cologne. Agency already handles Revlon product, Home Beautiful Room Mist.

Bayuk Cigars Inc., Philadelphia, appoints Noble-Dury & Assoc., Memphis, Tenn., for its John Ruskin and Flor de Melba brands. Noble-Dury will also place all advertising throughout South for Bayuk's complete line including Phillies, Websters and Tom Moore brands.

Chicago Sun-Times appoints The Buchen Co., Chicago, to handle its advertising, succeeding John W. Shaw Adv. Inc.

Harwyn Publishing Corp., N. Y., names Cayton Inc., N. Y., for its Harwyn Picture Encyclopedia. Extensive tv advertising is planned.

Sta-Wite Inc. (Italo-American food products) Medford, Mass., names Ray Barron, Boston.

Continental Mfg. Co. (boy's and men's slacks, bluejeans), Oscaloosa, Iowa, has appointed Gourfain-Loeff Inc., Chicago.

Marvo Mix Corp., L. A., appoints Advertising Agencies Inc., Studio City, Calif., for its Marvo Mix milk-flavoring.

Consolidated Cigar Sales Co. shifts Harvester Cigar Div. account, handled by New York office of Erwin Wasey, Ruthrauff & Ryan, to EWR&R's Chicago office, largely because prime distribution of Harvester cigars is centered in greater Midwest area.

Lawson Milk Co. (regional chain of retail dairy stores), Akron, names McCann-Erickson, Cleveland, for tv advertising.

A & A SHORTS

A. C. Nielsen Co. has moved New York offices to 16th and 17th floors at 575 Lexington Ave. Telephone: Murray Hill 8-1020.

Bakers Franchise Corp., N. Y., has launched annual fall push on behalf of Lite Diet special formula white bread. Agency, Emil Mogul Co., has allocated in excess of $200,000 to push which will embody spot broadcasting on 150 radio stations and 30 tv stations. Radio spots average 15-30 one-minute and 30-second announcements per week.

McCann-Erickson's west coast television-radio programming division and commercial production division have moved to new headquarters at 915 N. La Brea Ave., Los Angeles 38. Telephone: Oldfield 4-5550. Move physically separates broadcasting program from agency's main L.A. office at 3325 Wilshire Blvd.

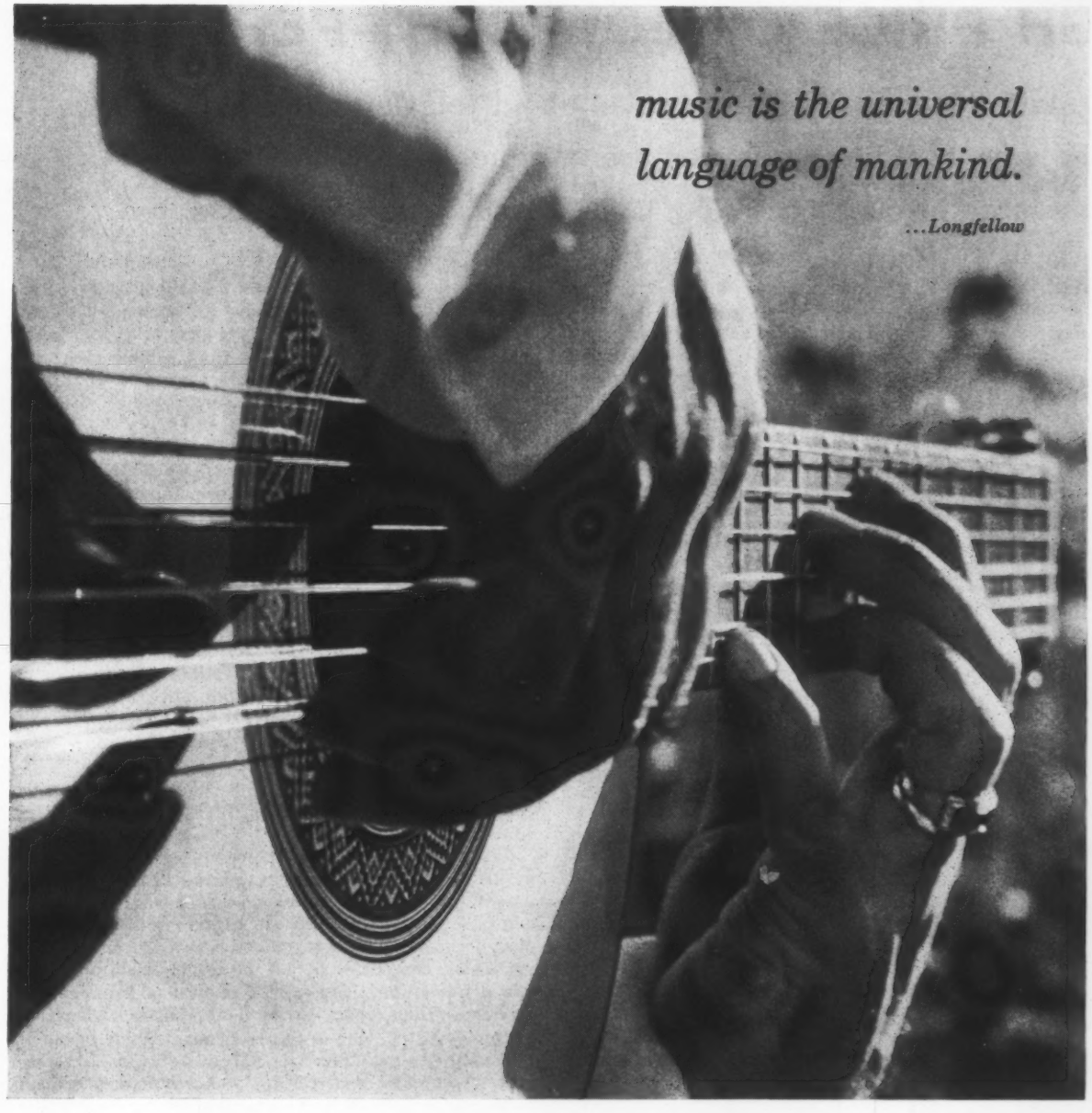
Reginald Vance Coughlan, New York marketing consultant, announces formation of special department to handle requests for studies of current product advertising. Coughlan offers condensed industry or product study with photostats of national advertising appearing during calendar month (newpaper, magazine, Sunday supplement, comics—local ads where available), 'stats of pertinent articles appearing during period in consumer, trade and medical publications—rate of $200 plus cost of 'stats, for minimum of three months.

Miller Adv. of Florida Inc., Tampa, has been sold to Sara Weisberg, who has been serving as v.p.-general manager of business since its start in June. Agency renamed Sara Weisberg Inc. and will operate from 3602 Henderson Blvd., Tampa. Phone: Redwood 7-7593. Miss Weisberg was formerly with *Tampa Times* and Tucker Wayne Agency, Atlanta.

BBDO, New York, has announced preparation of new "Live Better Electrically" promotion kit for use in electrical houseware industry's Christmas retailing program this fall. To be provided by Live Better Electrically Project for participating utilities and manufacturers, kit includes 50-second tv spot and 50-second recorded radio spot.

J. E. LaShay & Co. has changed name to Shaffer, Lazarus & LaShay Inc., advertising and public relations specialists. New Chicago address: 162 N. State St. Telephone: Randolph 6-6440. Joining new corporation will be Jerome B. Shaffer and Arthur Lazarus, both formerly with Holtzman-Kain Adv., Chicago.

Shopping Bag Food Stores Inc., L.A., has begun full 52-week sponsorship of KNX Los Angeles "Sports Package." Total of 127 programs, involving more than 194 hours of sports programming on KNX, comprises package. Shopping Bag operates 36 stores in Los Angeles metropolitan area.



GOOD MUSIC IS GOOD BUSINESS

In the Los Angeles market, KFAC delivers one of the largest audiences, and one of the least duplicated. KFAC advertisers discovered long ago* that worth-while music produces worth-while audiences *at the lowest cost per thousand of any Los Angeles radio station.*

Twenty-four hours a day KFAC's distinctive and varied musical format carries a full commercial schedule to AM and FM homes simultaneously, at one low cost.

To learn more about the selling ability of the two KFACs in the rich Southern California market, ask your Bolling Company man today.

42 advertisers are in their second to eighteenth continuous year of successful selling on KFAC.

KFAC
"The Music Stations"
AM and FM

24 HOURS DAILY • FROM PRUDENTIAL SQUARE • LOS ANGELES

HIGH PRICE OF LOW COST-PER-1,000

A tv station manager writes a novel about television tensions, but he says real life pressures are as tough as any in his book. Main source of conflict: falling C-P-M, rising operating costs.

THIS WEEK Doubleday & Co. will publish *The Merger*, a novel about a fictitious merger in a large tv company. It was written by a man who lived through the real merger of American Broadcasting-Paramount Theatres. The author is Sterling C. (Red) Quinlan who is now vice president in charge of WBKB (TV) Chicago, a station owned by AB-PT. The novel, his first, is a revealing expression of a man who has been in broadcasting for more than 25 years—as an announcer, a writer and recently in the management side. The book deals with the pressures of a television broadcaster whose company is going through a merger. In an exclusive BROADCASTING interview last week, Mr. Quinlan answered some questions about one of the real problems that weigh on a broadcaster today:

Q: Has the libel line started forming on the right yet for your new book? I mean *The Merger*.
A: No, there is no libel line potential in the book at all.
Q: What is the message in the book—what, specifically, are you trying to put across?
A: . . . . We have had *The Hucksters, The Man in the Grey Flannel Suit, Executive Suite, The Great Man*—about 20 if we research the subject—and what they seem to have in common is too much writing in black and white instead of gray tones.

Ours is a heck of a business—from fighting each other, other media, nursing talent, the tremendous tension and pace. Executives in our business are giving much of themselves to this rat race. . . .

I have tried to show how rough mergers are. There have been 4,500 mergers since 1951 and no sign of a decline.

Q: Is the plot of your book typical of station management? In a talk earlier this year you stated that Chicago o&o stations served primarily as the money belts for the networks. Can you elaborate on this view?
A: The corporate pressure on stations owned by the networks is pretty tense at times. Not by mandate, or memo, but it's consistent and you know it's there. The o&os are the lifeblood of the networks. If two o&os were taken away from the networks, it would change the structure of network broadcasting for the worse. I think the same situation exists with other broadcast corporations such as Westinghouse, Storer, etc.

Q: What do you feel is the single, greatest dilemma before the tv industry today?
A: The greatest outside dilemma, beyond our control, is the outside political pressures in Washington. We're the prize whipping post of American politicians.

In the field of station management, the greatest dilemma is the terrific pressure placed on managers to deliver lower cost-per-thousand in the face of rising costs with *no* leveling off in the operating cost table yet in sight. There are several facets to this dilemma. The other one is the fact that stations in a tight competitive situation, made more competitive by just the slightest trace of a recession, get into a rate cutting battle which in turn undermines faith in our very own medium on the part of those who are buying it.

The classic example of this is a certain Southern radio situation I discovered a few years ago. A friend of mine asked me to look over a "sick radio property" in a Southern market. A major market to be sure.

"It's in terrible shape," he said. "We used to get $25 a spot; now we're down to $2. And we're not getting business even at this price!"

The situation I found was appalling. The station was no better, or worse, than others in the market. It was the *market* that had been ruined! Steady, suicidal price cutting over a five-year span had completely ruined the market for *all radio stations!*

Stupidity, of course, has no dimension. Once the snowball of rate-cutting starts, there is no way to stop it.

The most grievous sin we can commit in management is to take the most dynamic means of advertising the world has ever known (tv, No. 1 and radio No. 2) and sell them down the river by lacking faith in them. You not only put yourself in a position of selling out the whole market and selling out the whole medium but you put yourself in a situation where you can't win even on a temporary basis.

As is happening today with so many stations, their costs are climbing each year and they are giving away more time, if not official rate cuts (we don't hear much of it), larding them with package plans, giving away more time—filling up the station with spots—and you have to increase your net about 20% each year just to break even. This undermines faith in our medium.

I remember that Jim Riddell [former president and general manager of WXYZ-AM-TV Detroit, now executive vice president of

CONTINUED ON PAGE 83
AFTER ADVERTISING INSERT

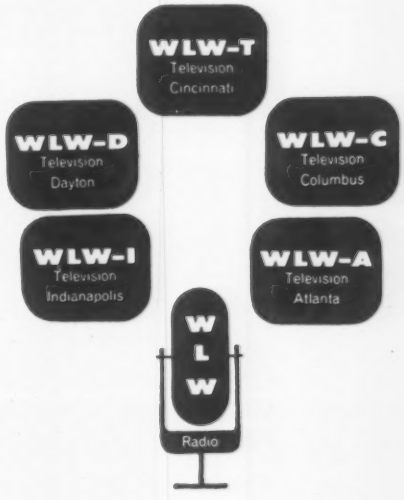
Crosley Broadcasting Corporation

. . . THE DYNAMIC WLW'S

Crosley Broadcasting Corporation, with its 5 WLW TV stations and WLW Radio, has been one of the progressive leaders in the history of broadcasting and telecasting.

Along the way, we've picked up more than 100 major national awards. And our clients have picked up some hundreds of millions of dollars in added sales.

On the following pages are highlights of Crosley showmanship-salesmanship. Take it from here—they're all yours.



the famous Crosley group

Crosley Broadcasting Corporation, a division of Avco

and now

NEW WLW-A TOWER OF STARS

SWEEPING NEW COVERAGE

Reaching—

68% of Georgia population! 3 million people! In 117 Counties!

This amazing new Power Tower increases WLW-A coverage by ⅔ of a million people—delivering the greatest possible advertising returns—anywhere—anytime!

The revolutionary new WLW-A Power Tower has changed the entire television picture in Georgia and in the whole South. It's the first "traveling wave" transmitting Tower of its kind east of the Mississippi and the second in the whole Country!

With this tremendous new Tower, WLW-A will now reach over Georgia with all the star ABC programs and the finest local shows for the greatest entertainment lineup, widest coverage, and sharpest TV picture ever!

Call the WLW TV Representative in your city. You'll be glad you did!

wlw-a

Why Nu-Maid Durkee Director of Sales & Advertising Selects WLW Radio and TV Stations

"The famous Crosley Stations really give a food product a surprise "Flavor-Lift"...all the way from excellent time slots and talent sell to top merchandising and promotion. Yes, WLW Radio and TV Stations constantly offer new sales heights to advertisers. Anyone for going up!"

Elmer L. Weber

Elmer L. Weber
Director of Sales & Advertising
The Miami Margarine Company

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati · **WLW-C** Television Columbus · **WLW-D** Television Dayton · **WLW-A** Television Atlanta · **WLW-I** Television Indianapolis

W L W Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . Crosley Broadcasting Corporation, a division of Avco

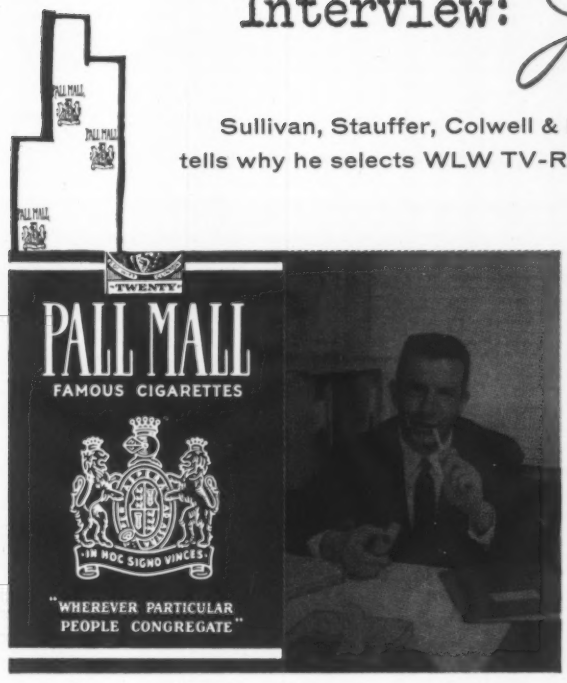
"And now we're working on an Ivy League Western!"

the famous Crosley group

WLW WLW-T WLW-C WLW-D WLW-I WLW-A

Interview: *Jack Canning*

Sullivan, Stauffer, Colwell & Bayles, Inc. Timebuyer, Jack Canning, tells why he selects WLW TV-Radio Stations for PALL MALL Cigarettes.



"Sure, I buy time for PALL MALL Famous Cigarettes on the Crosley Stations because their greater length of audience filters commercials farther into smooth pleasure for advertisers."

"Yes, WLW Television and Radio Stations really pack in a full house of viewers across the Midwest and into the South for sponsor's sure-fire sales success."

"Outstanding—and that's putting it mildly!"

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati · **WLW-C** Television Columbus · **WLW-D** Television Dayton · **WLW-A** Television Atlanta · **WLW-I** Television Indianapolis

W L W Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

"Sure glad we finally hired somebody who could figure out those Station Rate Cards."

the famous Crosley group

WLW Radio

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

WLW-I Television Indianapolis

WLW-A Television Atlanta

Interview: Douglas Burch

Leo Burnett Media Supervisor, Douglas Burch, tells why he selects WLW Radio and TV Stations for PURE OIL

"WLW Radio-TV Stations are famous for extending broadcasting's most 'Royal Welcome Service'."

"They give advertisers a tankful of powerful promotion coming and going."

"Another good reason why for PURE, we're SURE with WLW Radio and Television Stations!"

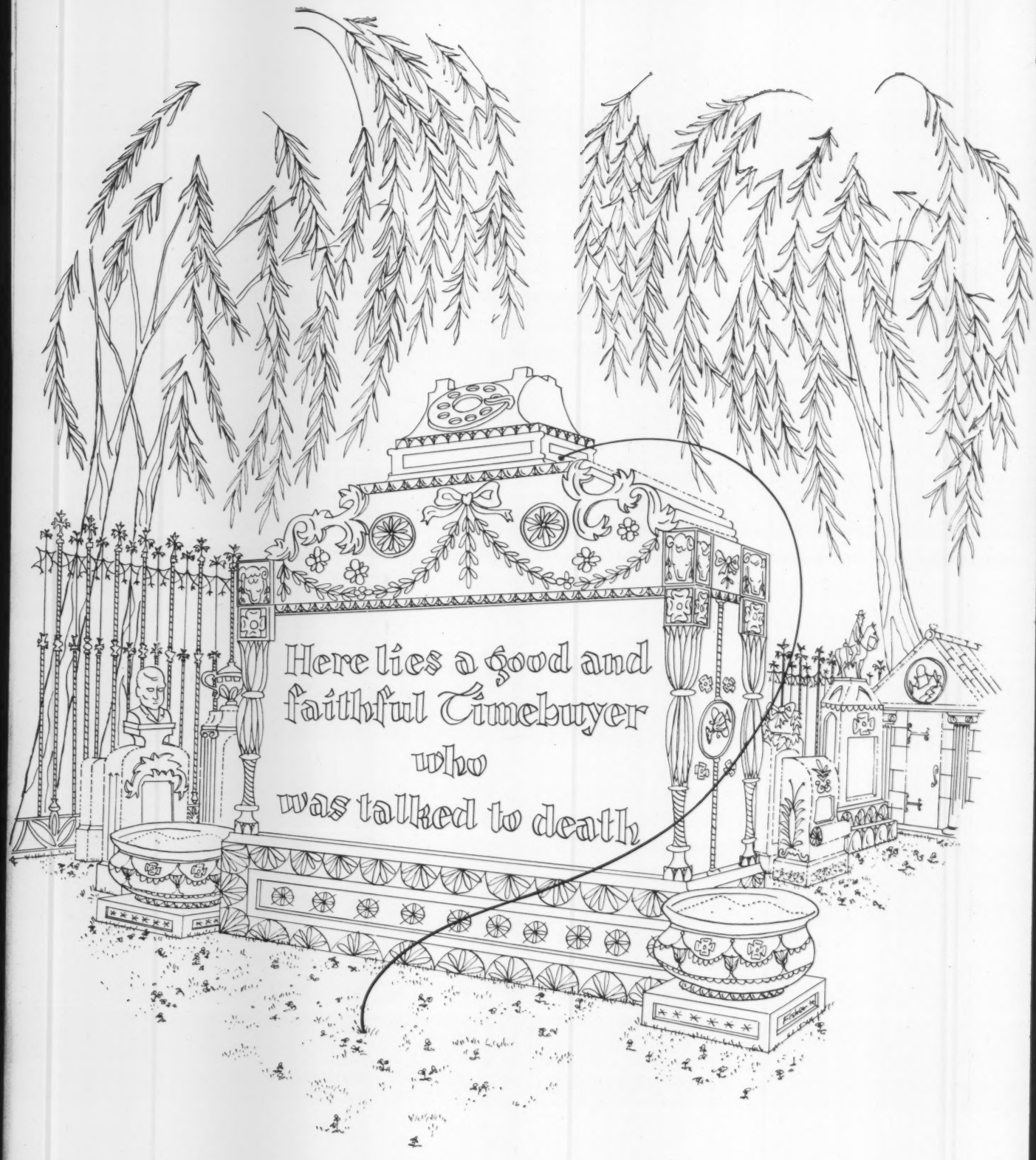
"Yes, behind the scene and on the air— the Crosley Group drive home the business."

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T WLW-C WLW-D WLW-A WLW-I

W L W

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco, Detroit; Bomar Lowrance & Associates, Inc.: Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO



the famous Crosley group

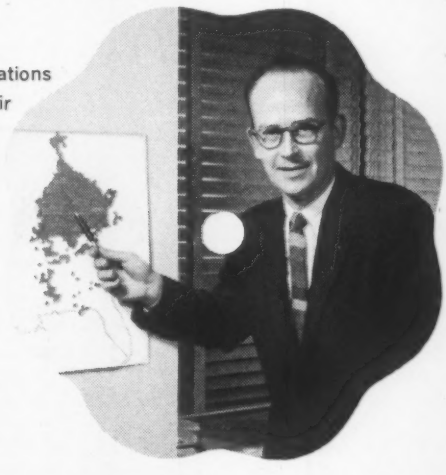
Interview: *Ted Kelly*

McCann-Erickson Broadcast Supervisor, Ted Kelly, tells why he selects WLW TV - Radio Stations for NABISCO

"WLW TV-Radio Stations offer advertisers that golden glow of success in time well-spent."

"And one reason is the splendid service and cooperation of the famous Crosley Group."

"Yes, the WLW TV-Radio Stations know how to help push products from on-the-air to point-of-sale all over the area."



"Such service is Premium quality . . . real Premium quality!"

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

WLW-A Television Atlanta

WLW-I Television Indianapolis

W L W Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of **Avco**

the famous Crosley group WLW WLW-T WLW-C WLW-D WLW-I WLW-A

Interview: Armella Selsor

North Advertising Media Supervisor, Armella Selsor, tells why she selects WLW Radio and TV Stations for "even-waving" TONI Home Permanent

"When it comes to the airwaves, I choose the WLW Radio and TV Stations for TONI because they give so much cooperation . . . all the way from time availabilities to point-of-sale promotion."

New! EVEN-WAVING LOTION!
Toni
"Yes, the famous Crosley Group really roll up the loose ends to bring home permanent results for advertisers!"

Armella Selsor, Media Supervisor for Toni, Deep Magic, Adorn, Thorexin, North Advertising, Incorporated Chicago

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati · **WLW-C** Television Columbus · **WLW-D** Television Dayton · **WLW-A** Television Atlanta · **WLW-I** Television Indianapolis

WLW Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

"I understand they're looking for a new idea for a saturation spot campaign"

the famous Crosley group

WLW

WLW-T Television Texas

WLW-C Television Columbus

WLW-D Television Dayton

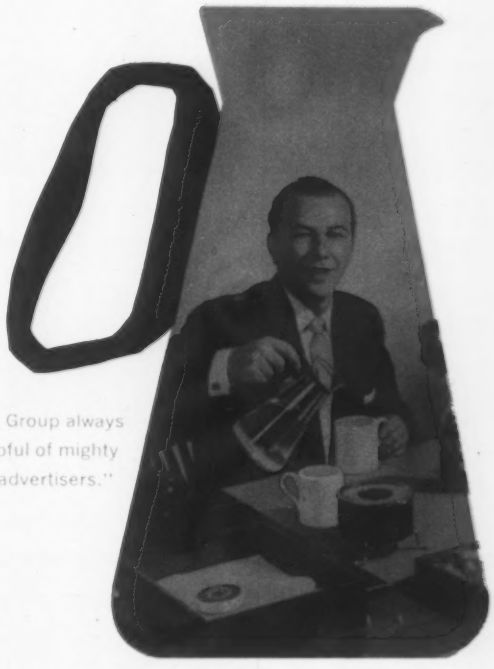
WLW-I Television Indianapolis

WLW-A Television Atlanta

Interview: WB Templeton

Bryan Houston, Inc. Vice President and TV-Radio Director, William B. Templeton, tells why he selects WLW TV-Radio Stations for NESCAFE Instant Coffee

"For instant results, we select WLW TV and Radio Stations time after time to bring home the business for NESCAFE."



"The Crosley Group always measures up a cupful of mighty flavorful returns for advertisers."

"From programs to promotion, the WLW TV-Radio Stations are brimming over with just what the ad men order!"

"Warm it up!"

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

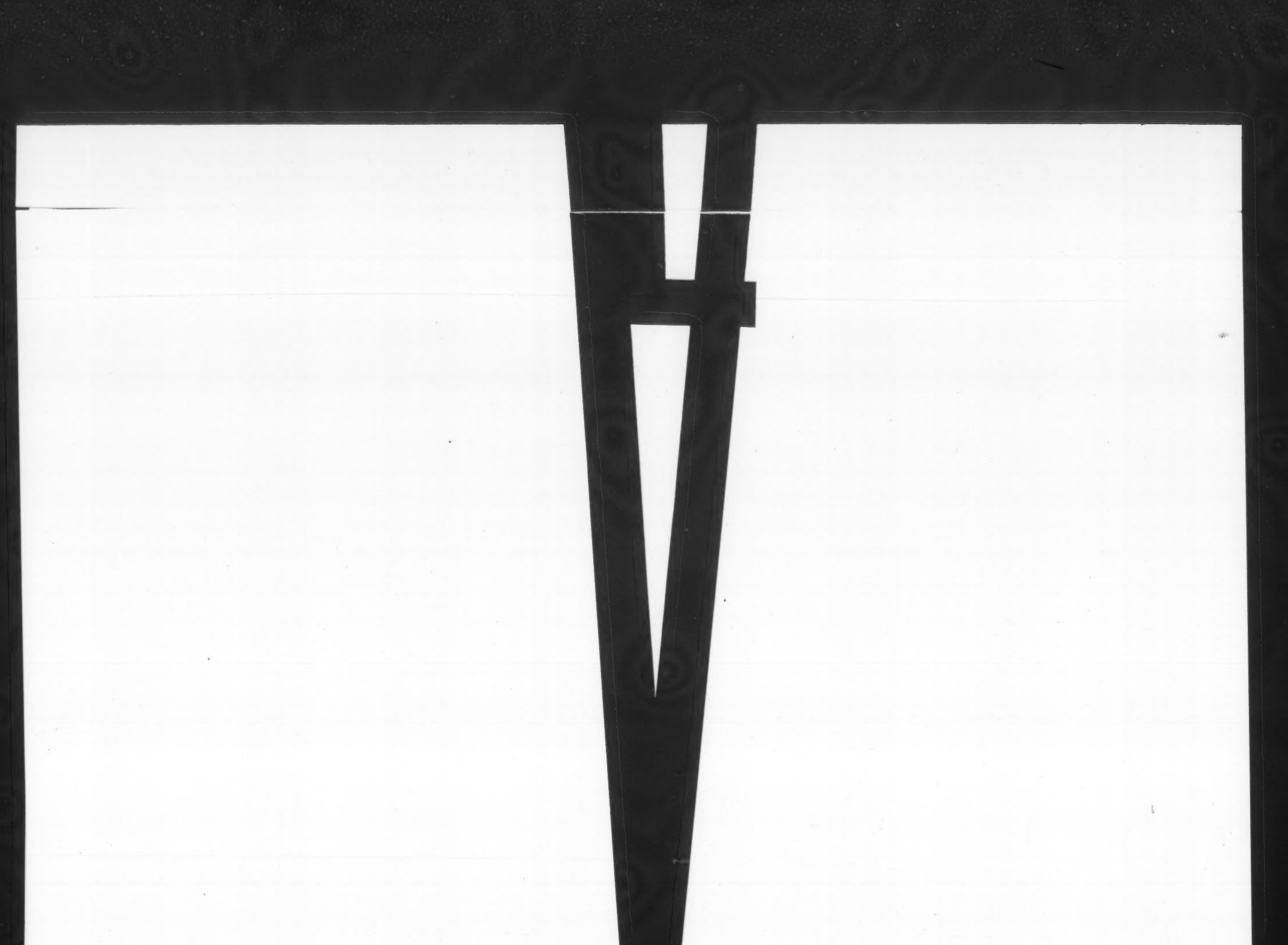
WLW-A Television Atlanta

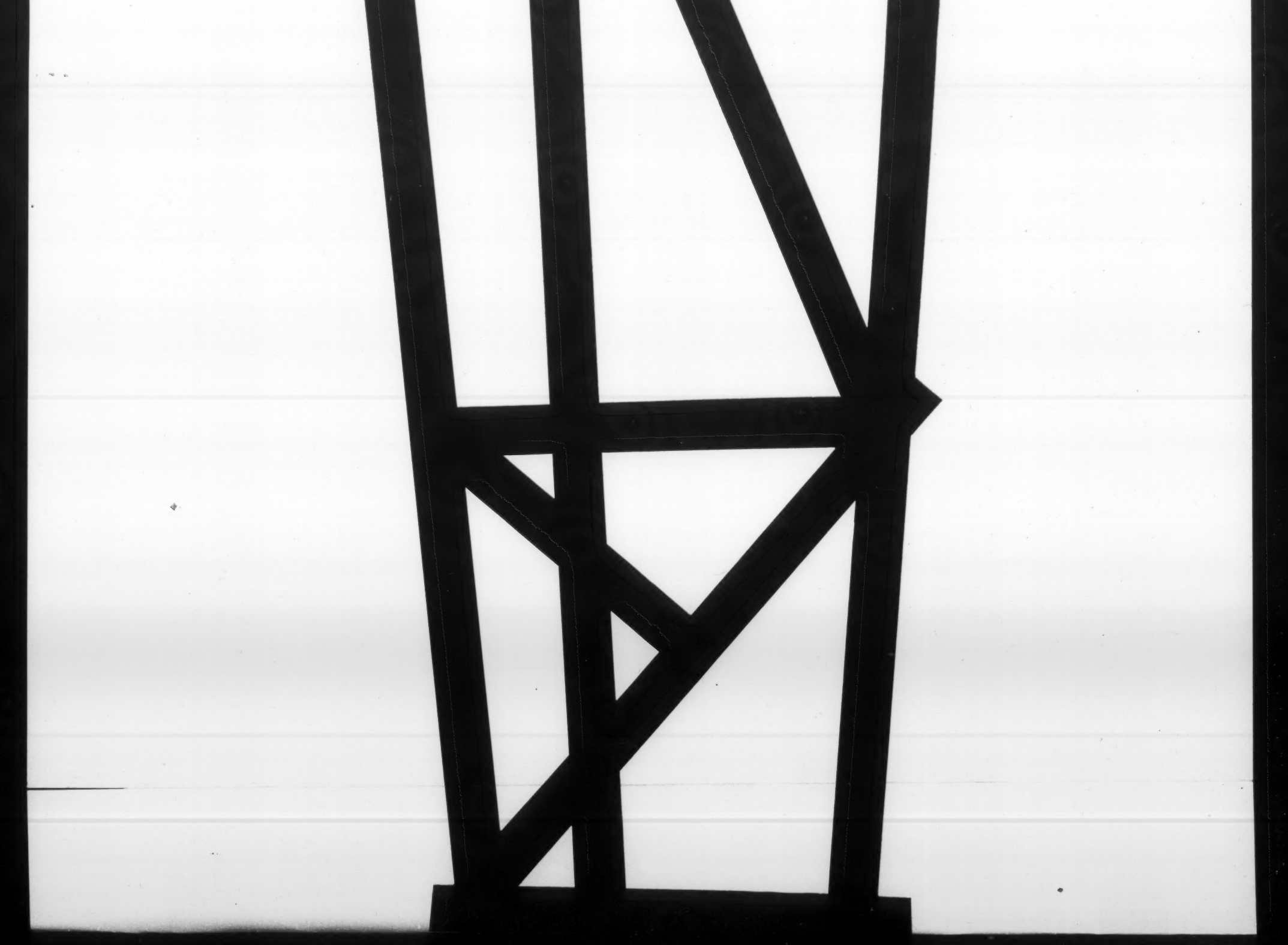
WLW-I Television Indianapolis

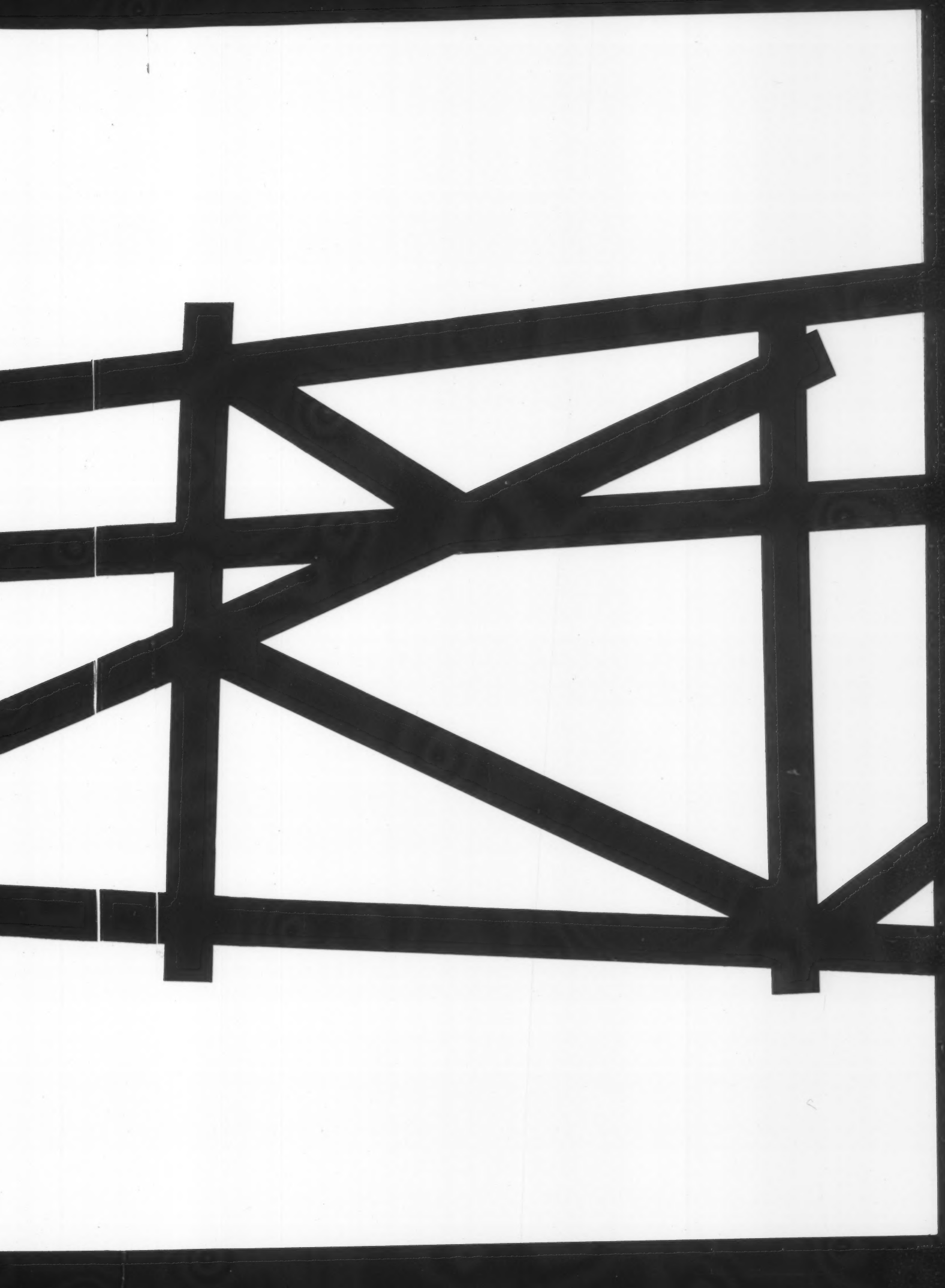
WLW Radio

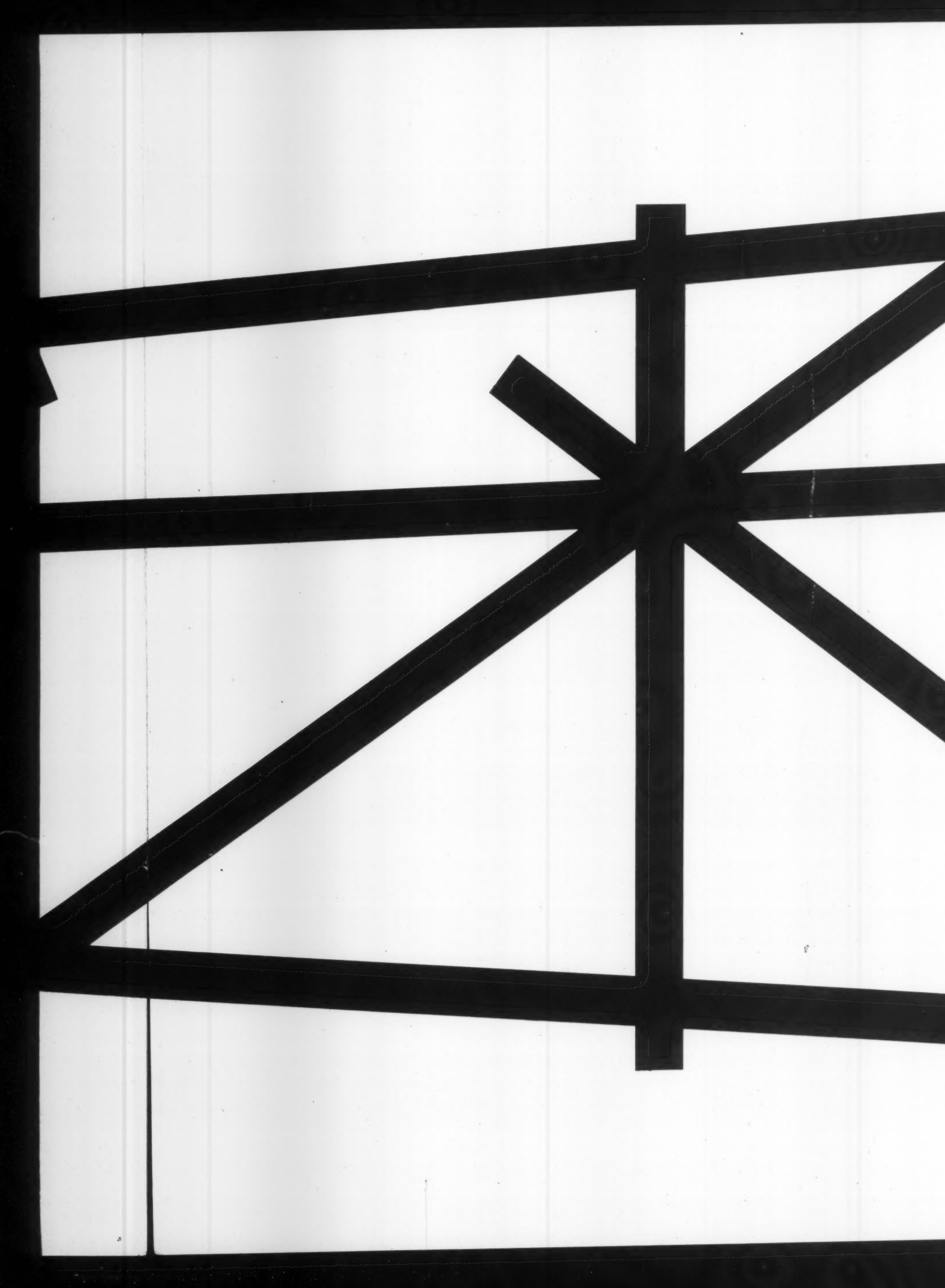
Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

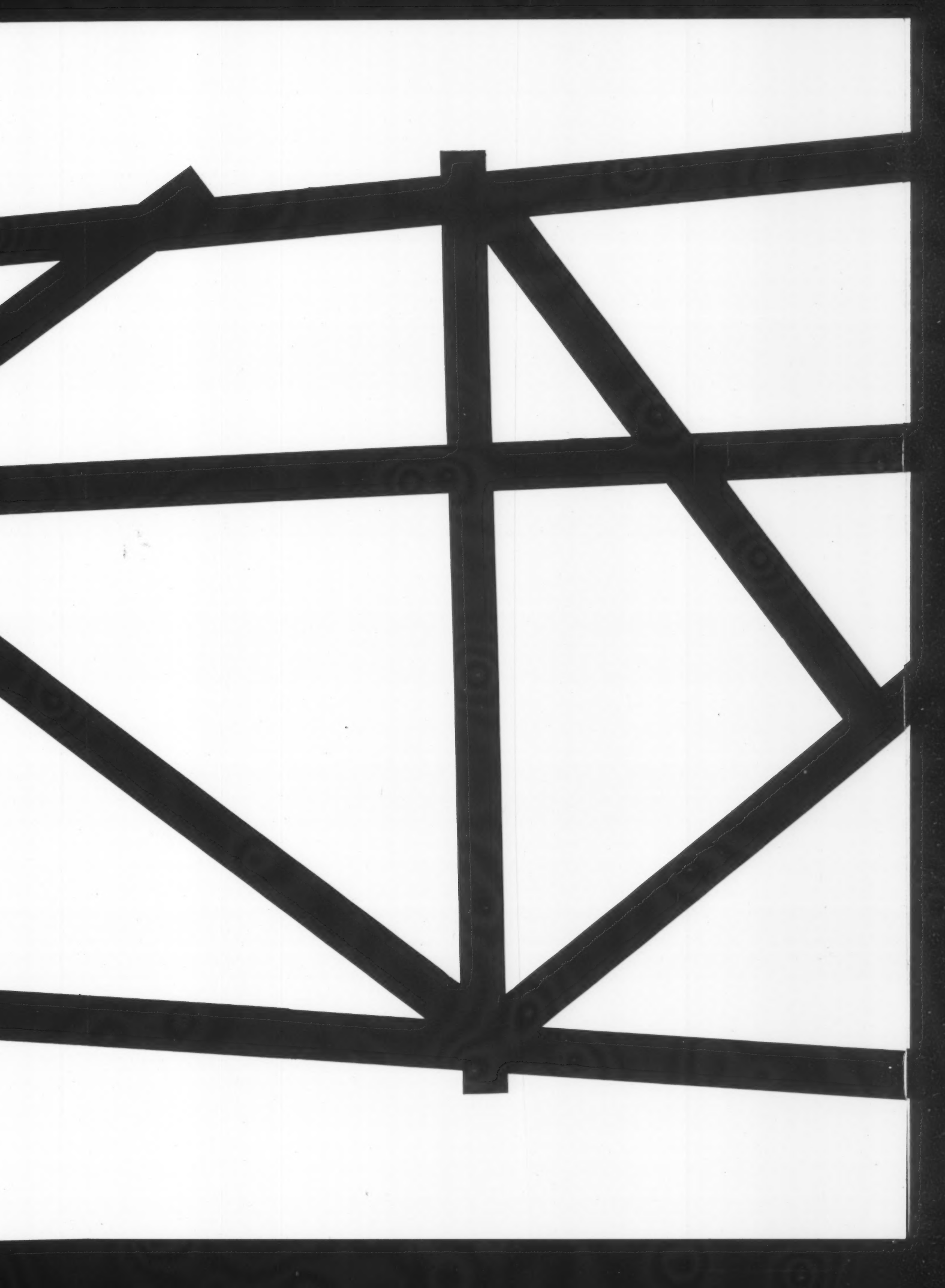
NOW *w/w-a* TOWERS OVER GEORGIA

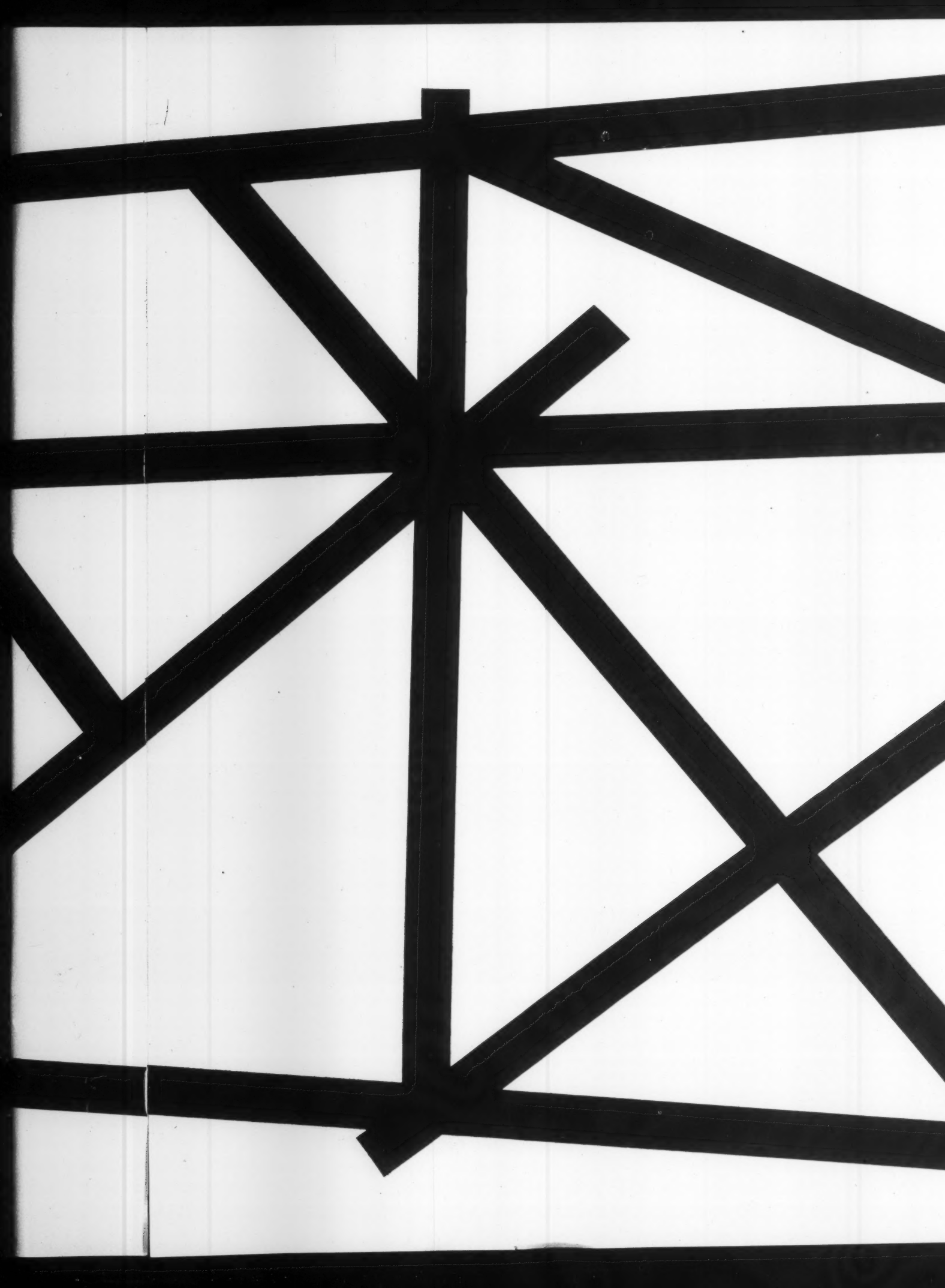




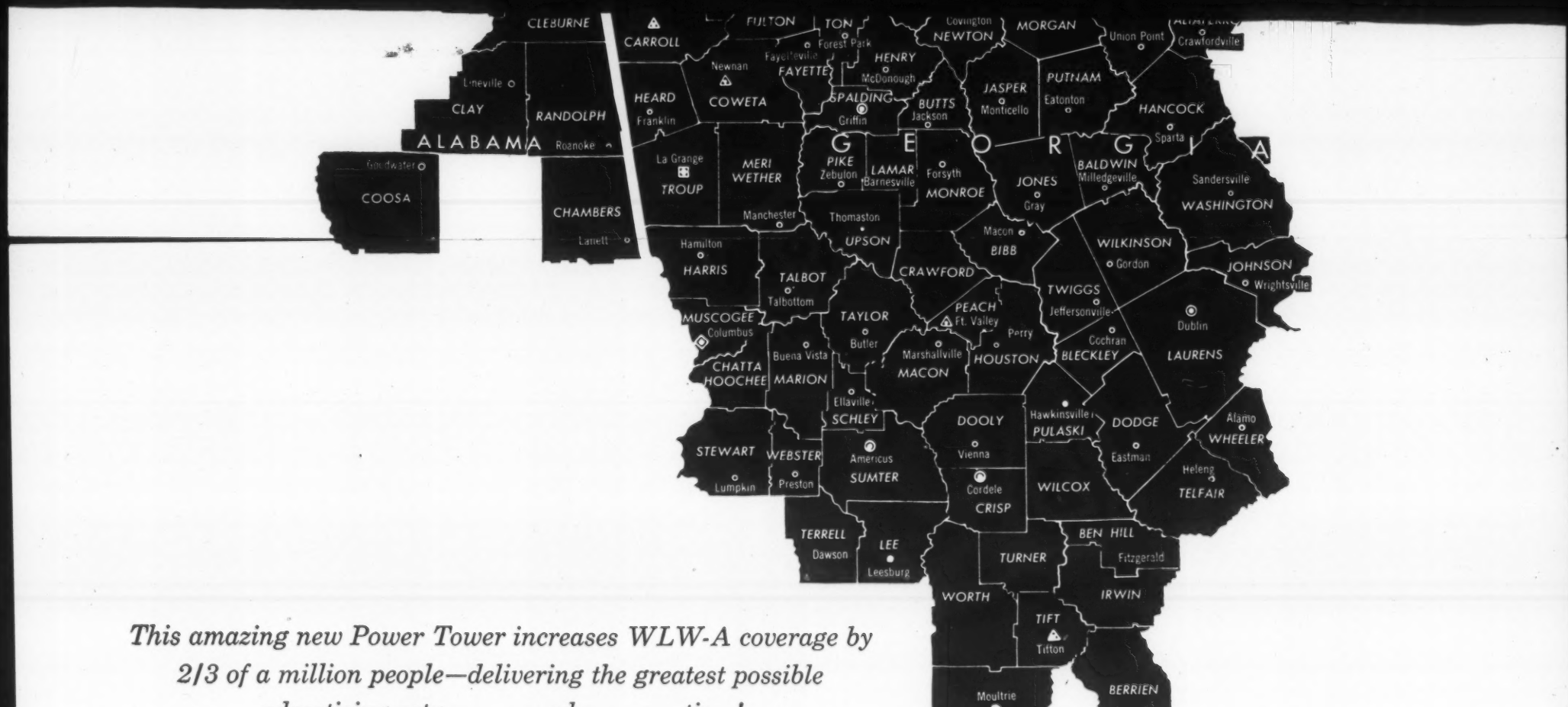








Benton
POLK
CHEROKEE
Murphy
CLAY
Hayesville
CAR
MACONI
Franklin
Trenton
DADE
CATOOSA
Ringgold
WHIT
FIELD
WALKER
La Fayette
Dalton
MURRAY
Chatsworth
FANNIN
Blue Ridge
GILMER
Ellijay
Blairsville
UNION
TOWNSI
Hiwassee
Clayton
RABUN
WHITE
Cleveland
HABER
SHAM
Cornelia
Toccoa
STEPHENS
LUMPKIN
Dahlonega
Fort Payne
DE KALB
CHATOOGA
Summerville
Calhoun
GORDON
Jasper
PICKENS
Dawsonville
DAWSON
Royston
FRANKLIN
HART
Hartwell
Gainesville
HALL
BANKS
Homer
Rome
FLOYD
BARTOW
Cartersville
CHEROKEE
Canton
FORSYTH
Cumming
CHEROKEE
Centre
Elberton
ELBERT
JACKSON
Jefferson
MADISON
Danielsville
Cedartown
POLK
FULTON
Buford
BARROW
Winder
Athens
CLARKE
Watkinsville
OGLE
THORPE
Lexington
Dallas
PAULDING
Marietta
COBB
GWINNETT
Lawrenceville
OCONEE
WILKES
Washington
Lincolnton
LINCOLN
HARALSON
Tallapoosa
Decatur
Monroe
WALTON
CALHOUN
Anniston
Hieflin
Douglasville
DOUGLAS
Atlanta
DE KALB
Conyers
ROCK
DALE
Carrolton
CARROLL
FULTON
CLAY
TON
Covington
NEWTON
Madison
MORGAN
GREENE
Union Point
ALIAFERRO
Crawfordville
CLEBURNE
Forest Park
Fayetteville
HENRY
McDonough
Newnan
COWETA
FAYETTE
Lineville
CLAY
RANDOLPH
HEARD
Franklin
SPALDING
Griffin
BUTTS
Jackson
JASPER
Monticello
PUTNAM
Eatonton
HANCOCK
Sparta
ALABAMA
Roanoke
Goodwater
COOSA
La Grange
TROUP
MERI
WETHER
PIKE
Zebulon
LAMAR
Barnesville
Forsyth
MONROE
JONES
Gray
BALDWIN
Milledgeville
Sandersville
WASHINGTON
CHAMBERS
Manchester
Thomaston
Macon



This amazing new Power Tower increases WLW-A coverage by 2/3 of a million people—delivering the greatest possible

This amazing new Power Tower increases WLW-A coverage by 2/3 of a million people—delivering the greatest possible advertising returns—anywhere—anytime!

Your Tower of Stars

CHANNEL 11 ATLANTA

Says Quinlan: package plans are a nice way to describe a device which depresses cost-per-thousand

ABC], told me recently: "We're getting as much as we did two years ago, but we have to run three times as many spots to come out with the same profit."

Q: Do you think this is less true of radio today?

A: Radio has faced its Armageddon with tv and has survived with the exception of a few markets. Tv is going through the same thing right now in certain markets where managers have panicked because of recession, or because they bought film unwisely, or because they can't see their costs leveling off. They are caught in the middle. They do the easy and natural thing when frightened. To keep your gross up you succumb to this pressure and give away more time in a desperate effort just to come up with the same net of the preceding year.

Q: What is the most common abuse?

A: Package plans. You never hear a station say they are cutting rate cards. They keep the same rates but they add grandiose, give-away package plans. No matter how favorably you try to look at it, they're only designed to deliver a lower cost-per-thousand. Three years ago, for example, you could buy, say 10 spots for $1,000—now you get 25 spots for $1,000.

Q: If costs don't level off, what will this mean to tv advertisers?

A: I am pessimistic. I don't think they are going to level off. I don't see yet any real determination on the part of the major corporate powers in this country—which are CBS, NBC and ABC and another half dozen—to say to labor: Look, gentlemen, you are the highest paid people in the country for the type of work you do. We have gone much too far in appeasing you, probably a good deal farther than we can afford, and now at last we have come to the end of the road. The very first inkling of that kind of thinking came in the CBS-IBEW deadlock. The next reading of the barometer will come up right after Christmas when the three major networks face the American Federation of Musicians and discuss whether or not they will renew a contract with them. It will be interesting to see if the networks renew the quota system for musicians where o&o stations have to have 16-60 musicians per station.

Q: Do you think the time will come when stations will reach the point of no return and advertisers will refuse to buy at any price?

A: We've reached the point of no return in the local field with certain types of sponsors. There are now some advertisers in this town who can't use tv any more because it doesn't pay off. We put them in a real strait jacket—with tight commercial length, jacked up prices—no matter how hard they tried to stay with tv they couldn't make it pay off.

Q: Are station reps demanding more so-called package plans from their stations to be more competitive?

A: Yes. We have tried to hold the line on package plans, but a lot of reps push too easily.

Today, the station manager is being tugged at from all sides.

His station rep harangues him for more buying plans. "Give us more package plans," he cries. "Be more flexible." Which, defined, means: "cut prices some more."

There are notable exceptions to this. By and large, I think station reps take the easy route and float along with a trend.

Q: What do you think of the Kellogg spot tv package. Wasn't this a case, in effect, of a network (ABC-TV) cutting its rates to woo a client away from spot?

A: There has got to be a certain compatibility between network daytime buying and individual station buying because there are so many clients that don't have distribution patterns to take the whole network. Even though we are owned by the network, I think it is a healthy situation to have a real dog-eat-dog fight between network and spot buying because ultimately the advertiser will get the best buy for his money; we always expect to get a healthy share of national spot even though owned by a network.

Q: Can the agencies be expected to fight this trend toward package plans?

A: If we are going to hold the line on the present cost-per-thousand, the primary responsibility rests on station managers. The agency's proper function is to be somewhat of a gold-digger for his clients and get the most for his money. I think far-sighted agencies wish that managers would hold the line more, because if this thing gets out of hand, you undermine faith in the medium. We have to believe in our medium. Rate-cutting is a symptom to be afraid of.

Nighttime cost per thousand is down in Chicago from $2.50 per thousand in 1955 to $1.75 per thousand in 1958. McCann-Erickson's fine booklet, "Turning of the Tide," graphically illustrates the general situation. In percentage of change in cost per thousand between 1950-1958, magazines have gone up 30%, newspapers up 33%; network television at night has gone down 18%; spot television has gone down 19%. At the same time, programming costs for half-hour evening shows have gone up 375%; wages of stagehands have gone up 18%; technicians up 38%.

Where does such a trend lead? To chaos, of course. All costs are going up, but cost-per-thousand is going down.

Q: In the face of rising union and other operating costs, what can a station manager do to avoid rate-cutting?

A: One manager alone in a market can't. He is sunk. He can't do a thing.

Q: You have video tape recording facilities, serving as a network relay point for different time zones. Will this mean lower costs to the individual station operator?

A: There's no question that the potential of the machines is fantastic. There are so many dreams to be dreamt about what these VTR machines can do. But for the avid dreamers, one word of warning: Until the jurisdictional points get straightened out between SAG and AFTRA, there isn't going to be much hay made, and again, if we judge by the easy-going generosity of our industry to labor—if that's any indication—we may go along and let ourselves get so tied up with "dos-and-don'ts" that VTR will be a doubtful asset to our industry.

Q: What are your views on triple-spotting. Can a station operator who desists from this practice recoup revenue in other ways?

A: Agencies, again with the help of easy-going managers, brought in triple-spotting; but I am very pleased to see some agencies reverse this trend. I think eventually it will be eliminated. We adhere to the NAB Tv code. We do not accept any triple-spotting in network time. This is a very good thing.

Where to draw the line

Q: Where do we draw the line on cost-per-thousand?

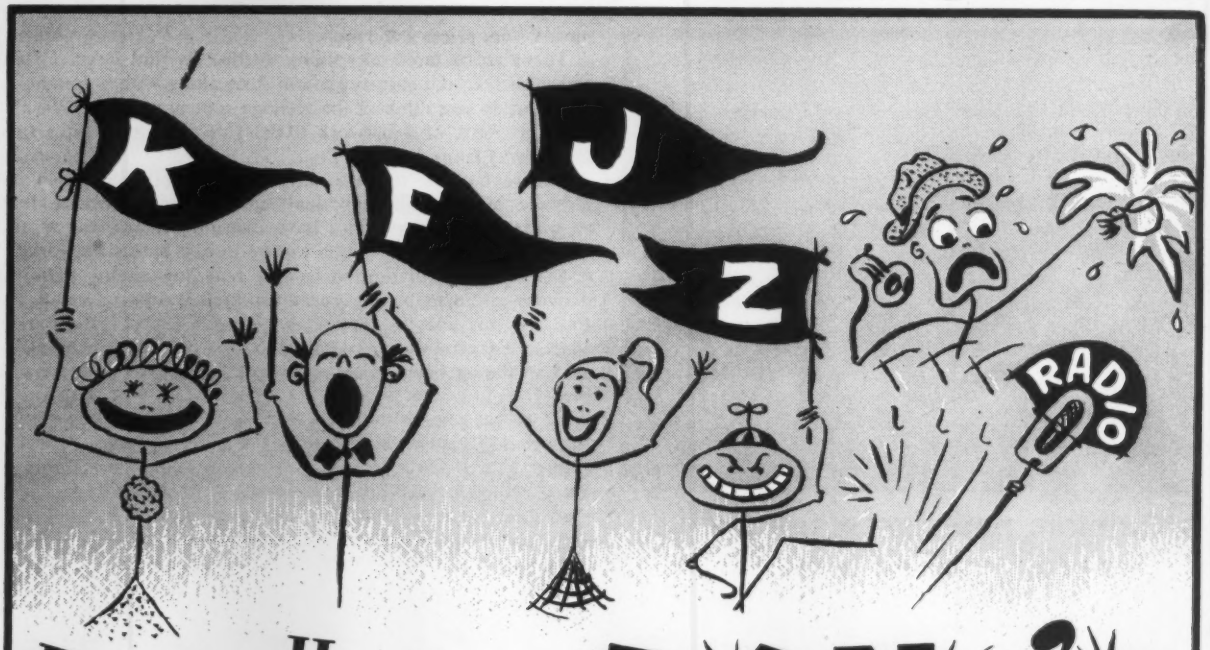
A: Right here, I think.

We are delivering the best advertising buy in America right now at $1.75-$2.00 cost-per-thousand for nighttime spots. The daytime cost-per-thousand of $1.00 is excellent. Let's hold it here. And let's get help all down the line. The industry should help. Agencies should help. The reps should help.

But more than that, television managers must help themselves! They must put away that dull blade of self-assassination; stop giving away their birthright.

That Southern radio market I mentioned is reviving slightly. After three years, I understand they are now getting three or four dollars for spots. This is truly wonderful. It proves that the dead *do* come back to life. And, that a ruined market can, some day, be resurrected.

But it takes such a long time.



HAIL HAIL The BANG'S

ALL HERE!

Yes, in the rich and growing Fort Worth Area the big bang comes from KFJZ RADIO, the station whose audience is ALL the family — with ALL the family's immense buying power. You get complete coverage, so sell with a BANG — on KFJZ RADIO.

1270 **kfjz** *Radio*

FORT WORTH, TEXAS

Sold in combination with
KLIF-RADIO, Dallas

Represented by
John Blair Company

Call Bob Brown

KBTV

Channel 9

Denver - Colorado

AMherst 6-3601

or your nearest

P.G.W. Colonel

for the most exciting

60 second availabilities

in "A" time in Denver!

KBTV a Channel 9
DENVER'S FAMILY STATION
John C. Mullins. Pres. Joe Herold. Sta. Mgr.
Represented Nationally by
Peters. Griffin, Woodward, Inc.

MGM-TV HAS $750,000 FOR PILOTS

Loew's Metro-Goldwyn-Mayer tv division has approximately $750,000 earmarked for new tv film production—enough to make some 10 pilot films for proposed new series.

MGM-TV is flush with some success: two productions sponsored on the networks (*The Thin Man* and *Northwest Passage*), a thriving tv commercial production unit and sales to tv stations now well over $50 million for its feature film library.

It was learned last week that one of the new pilots may be on videotape.

Rating high in current MGM-TV hopes is syndication of tv film to stations. The tv production unit feels that if one or two of the string of pilots it works on result in good properties these will be placed in syndication immediately.

As for new series, the most definite is *Jeopardy*—a mystery series which MGM-TV apparently would aim for network or advertiser sale [CLOSED CIRCUIT, Oct. 6]. MGM-TV also still thinks in terms of three methods (any one or combination of methods) in financing tv film production: (1) solely via MGM and its facilities, (2) full financing of an independent producing firm and (3) co-financing with an outside producer.

While MGM-TV effervesces with plans, its parent company (Loew's Inc.) is jittery once more with a lurking threat of still another proxy fight over the pending separation of theatres from motion picture production. Last year, the Loew's management dealt a spectacular defeat to a dissident stockholder element that sought control of the company. A faction of the Loew's board of directors now seeks a spinoff of the MGM studio operation in order to strengthen Loew's. But management would rather do this with the theatre divisions it owns (Loew's is the last of the Hollywood majors to divest theatre operation from motion picture making).

In addition to its studio, the theatres and the tv operation, Loew's has music publishing and record companies and owns WMGM New York. MGM (the studio) in recent years has been deep in the red, with revenues from other operations (including substantial monies from tv) helping to ward off collapse (liquidation of the studio already has been sought by certain Wall Street investors).

Under the plan of the non-management group, a spun-off studio would retain tv residual rights and also would assume a $27 million funded debt.

Though studio losses have been heavy in the past, there's evidence of improvement: for the fourth quarter ending Nov. 30, Loew's is expected to earn around $2.5 million after taxes compared to a loss of over $1 million in the period of a year earlier.

Joseph R. Vogel, Loew's president, is optimistic. Released last week was his statement expressing belief that a proxy fight will not come off, that the studio is making money "notwithstanding any uninformed reports to the contrary" and that he is "confident of the future."

It still is very possible, however, that Loew's board will have two proposals before it at a meeting slated for Oct. 29—one, a spinoff of the theatres, the other the setting up of the studio on its own.

In any event, tv activity will play a role in the final deliberation.

FASCINATION

The report that MGM-TV may try to videotape at least one program series underscores the increased attention being given tape by film program syndicators. California National Productions, NBC's film subsidiary, is considering VTR on an experimental basis, planning to tape a half-hour dramatic (network-type) show. These are but the latest film companies to show an interest in tape, others including Screen Gems (subsidiary of Columbia Pictures), National Telefilm Assoc. and Guild Films.

ITC-TPA Announces Sales Staff Lineup

Sales staff assignments at the newly-organized Independent Television Corp.-Television Programs of America (ITC-TPA) were announced last week by Walter Kingsley, president, following several weeks of organizational shuffling. ITC purchased TPA last month for $11.35 million to form a new company with assets totaling $25 million [LEAD STORY, Sept. 22].

The division responsibilities at the new company will be as follows: Hal James, who joined ITC-TPA last Monday (Oct. 6), will be director of national sales; William Dubois, who was general manager of syndicated sales for ITC, will serve in this capacity at ITC-TPA, and Hardie Frieberg, eastern sales director at TPA, will be assistant general sales manager, syndicated sales. It is planned that Charlies Goit, who was co-director of national sales for TPA, will work closely with Mr. James upon his return to work. Mr. Goit is now recuperating from surgery. Mr. James formerly was vice president in charge of radio-tv at Doherty, Clifford, Steers & Shenfield, New York.

MR. JAMES

In other executive assignments, Walt Plant, formerly western sales head of TPA, has been named eastern division manager of ITC-TPA; Art Spirt will become central division manager of ITC-TPA and also head of the Chicago office; William Andrews, named western division manager by Mr. Kingsley prior to the merger; Russ Clancy, previously co-director of national sales for TPA, has been appointed manager of New York City sales, syndication division; Kurt Blumberg, formerly in TPA sales adminis-

MR. DUBOIS

MR. FRIEBERG

tration, has been promoted to manager, sales administration for all sales departments; and Alvin E. Unger, formerly vice president in charge of the Chicago office of Ziv Television Programs, has joined ITC-TPA in New York as a general sales executive.

Mr. Kingsley noted that Manny Reiner, who has headed foreign sales for TPA, will continue in that position for ITC-TPA. The foreign sales staff numbers 25 with the domestic staff in excess of 40, according to Mr. Kingsley.

Prudential, Ford Dealers Lead Grid Film Client List

Blue chip sponsors have purchased *Big Ten Football Hilites* in 25 midwest markets, it was announced last week by Al LeVine, Sportlite Inc., who negotiated the sales. Series is produced by Sports Tv Inc., Hollywood.

Aside from its purchase on WGN-TV Chicago, Prudential Insurance Co. of America (Mid-America office) also bought co-sponsorship of the series on WMBD-TV Peoria with Ford Dealers and on WFBM-TV Indianapolis, with Pure Oil Co., which picked up the tab for *Hilites* in several midwest markets last year. Agencies are Reach, McClinton Co. for Prudential and Leo Burnett for Pure Oil.

FDAF (Ford Dealers Advertising Fund), through J. Walter Thompson Co., signed for the filmed sports package on WOC-TV Davenport, Iowa; WCIA (TV) Champaign, Ill.; KCRG-TV Cedar Rapids, Iowa, as well as WMBD-TV. Client initially sponsored the series on a test basis in Peoria and Cedar Rapids last year.

NEW PURCHASE

The high-flying Independent Television Corp-Television Programs of America continued its program of expansion last week by purchasing *The Gale Storm Show—Oh, Susanna* from Hal Roach Studios Inc. for a reported $2 million. The purchase price includes 111 half-hour film episodes, including the current series being shown over CBS-TV and 38 future films now being produced by Roach. Since ITC-TPA is affiliated with Associated Television Ltd. (ATV) of England, the programs are expected to be given world-wide exposure. The acquisition brings the ITC-TPA roster of network and syndicated programs to a total of 16.

NILES BUYS PLANT FROM KLING STUDIOS

- **Niles also going into VTR**
- **Kling retains two studios**

Fred A. Niles Productions Inc. last week announced the outright purchase of certain Chicago facilities of Kling Film Enterprises. While the price for plant and equipment was not disclosed, Mr. Niles said that the investment represents about $750,000.

Involved in the purchase is Kling's film plant at 1058 W. Washington Bldg. Kling's other art and still photograph studios at 601 N. Fairbanks Court and Kling-California studios are not involved in the sale. Niles plans to move from 22 W. Hubbard into the Kling Washington St. quarters today (Oct. 13).

Certain syndicated commercials and program properties will remain with Kling Film Enterprises, according to Robert Eirinberg, its president, and distribution will continue to be handled by Al LeVine in Chicago. Commercials are institutional in nature for banks, savings and loan organizations, bread, milk, beer, ice cream and potato chips. Syndicated film properties include *Old American Barn Dance, Hormel Girls, Boxing From Rainbow, Paradox,* and *All American Wrestling.*

Mr. Niles emphasized the deal was in no sense "a merger" and that he would hold 100% stock in his expanded organization. He expressed confidence in "Chicago's great growth and its subsequent need for a communications center to serve agencies, advertisers and industries. Such a center will compete with New York and Hollywood."

Mr. Niles, onetime executive vice president and an owner of Kling, set up his own motion picture and tv firm on Dec. 12, 1955. He simultaneously announced the appointment of Michael Stehney, former Kling executive, as vice president in charge of tv-film commercials and of Ed Rinker, previously with Kling, as vice president in charge of sales. Eleven out of 22 top Kling executives will be retained by Niles.

Other plans include the proposed purchase of videotape recording facilities, which Mr. Niles feels "will open the industry, not hurt it."

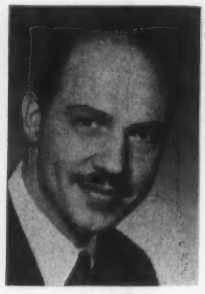
He cited current agency interest in VTR and claimed that such a technique "would take business from live fields rather than motion pictures." He added, "70% of the commercials are so complex that VTR couldn't possibly be a substitute for motion picture methods."

Kling's Washington St. facilities, housed in a 90,000 square foot building, include three soundproof stages, a three-studio film department, a wing devoted to editing facilities, two prop rooms, machine shop, two kitchens, a scene dock, and office space for production, creative and sales personnel. Kling Film Enterprises is headed by Mr. Eirinberg. Niles' Hollywood division is not affected by the Chicago move. The motion picture firm recently shifted its syndicated tv spot division to Chicago [FILM, Oct. 6].

Niles claims to produce about 70% of all tv commercials turned out in Chicago, with 50% of its business in the tv film area and the remainder in industrial, public relations and slide films. Three other film companies reportedly also were interested in acquiring the Kling property, including current client accounts, negatives, ellipticals, visuals and other materials.

Mr. Niles estimates his volume will reach about $2 million this year, with predictions of about $150,000-$200,000 in additional business accruing from the Kling purchase.

MR. STEHNEY



MR. RINKER

Control of AAP Moves Under United Artists

United Artists Corp. is achieving working control of Associated Artists Productions Corp., a major distributor of feature films for television [LEAD STORY, Sept. 22].

Robert S. Benjamin, board chairman of United Artists Associated Inc., a UA subsidiary through which UA is acquiring AAP's assets, said Monday (Oct. 6) that UA depositories already had received enough AAP stock to give UA approximately 75% of shares outstanding.

Mr. Benjamin also indicated that enough shares to give UA 80% of AAP stock was expected to be tendered by the end of last week and that the UA invitation would not have to be extended beyond the scheduled Oct. 16 termination date.

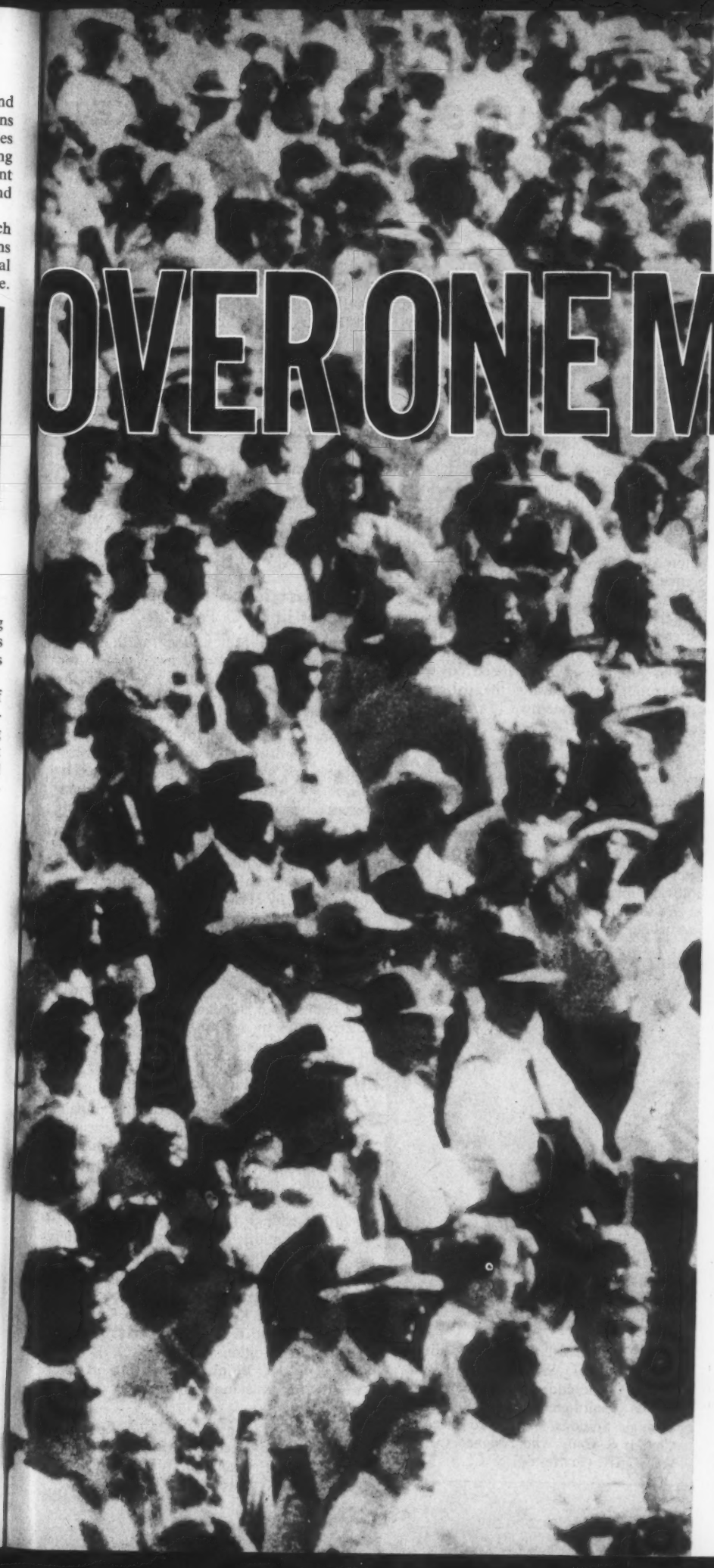
UA offered $11 in cash for each share of AAP stock plus 6% interest from July 1, 1958, until the closing date. The offer included $7 for each warrant that represents the right to buy four shares. UAA proposed $1,186 and interest from July 1, for each $1,000 6% subordinated convertible sinking fund debenture.

Holders of AAP debentures met Oct. 6 at Toronto, while stockholders meet Oct. 16 in Wilmington, Del., to give consideration to the offer.

Meanwhile, UA President Arthur B. Krim reported the biggest individual quarterly and third quarter gross in UA's 39-year history. Third quarter revenues (theatrical films and tv films) came to $23.7 million (as against last year's third quarter gross of $18.5 million). On the basis of the showing for the first 9 months ($56.9 million world-wide as against $48.1 million last year) Mr. Krim predicted the 1958 annual gross will be in excess of $80 million, of which about $8 million should be in television earnings.

Ten Film Spots Picked for Show

Animated commercial films produced by 10 Hollywood studios have been accepted for showing at the Sixth Annual Screen Cartoonists Guild Film Festival, to be held



KERO-TV CHANNEL 10 IS THE ONLY WAY TO REACH OVER ONE MILLION

PROSPEROUS PEOPLE IN AMERICA'S UNIQUE FIVE COUNTY CITY, CALIFORNIA'S SUPER-MARKET, IN THE SAN JOAQUIN VALLEY.

KERO-TV BAKERSFIELD

CHANNEL 10 NBC

is television for the entire rich San Joaquin Valley

REPRESENTED BY
EDWARD PETRY & CO., INC.

Friday (Oct. 17) at the Sheraton West, Los Angeles.

Participating in the three scheduled showings, to start at 8:30 p.m., will be Animation Inc., Cascade Pictures, Churchill-Wexler, Fine Arts Productions, Ray Patin Productions, Playhouse Pictures, Quartet Films, Sherman Glas Productions, John Sutherland Productions and LeOra Thompson Assoc. This year, the festival is placing special emphasis on tv commercials and business films.

Two Regional Managers Named In Expansion at Banner Films

As part of an expansion at Banner Films Inc., New York, Charles McGregor, president, last week announced the appointments of William Vidas as district manager for the midwest and Sam Posner as district manager for the west coast.

Mr. Vidas, for ten years a free-lance sales representative for various film distributors, has set up headquarters in Chicago's Congress Hotel. Telephone number is Harrison 7-9667. Mr. Posner, formerly with Associated Artists Productions in Chicago, will operate out of San Francisco. Office space will be leased shortly.

Banner Films, organized several months ago, has moved into new offices in New York at 527 Madison Ave. Telephone number is Plaza 5-4811.

The company is distributing 33 feature films and the *Night Court* half-hour tv film series of 78 episodes. The series has been sold in 17 markets, with latest sales to KREM-TV Spokane, WRGP-TV Chattanooga, Tenn., and WNEW-TV New York. The sale to WNEW-TV is a multiple-run transaction amounting to $225,000, according to Mr. McGregor.

Film Producers Speak Up For Crack at Residual Rights

Moral rights of tv film producers to residual payments are "at least as strong as [those of] the writer, director and actors," according to a resolution of the tv committee of the Screen Producers Guild, which the SPG executive board endorsed at its Tuesday (Oct. 7) meeting in Hollywood. The committee, headed by Lou Edelman, asked the board to draft a code of practice for television similar to the one now operating between the guild and major producers of theatrical films.

"The situation involving reruns or residual payments to other creative workers and not to the producer is both morally unjust and economically unsound," the report stated.

"We firmly believe that management cannot and will not remain blind to the fact that the tv producer is entitled to such a future income status since the producer is the key figure, the permanent day-to-day creative force to whom the advertising agencies and their clients, as well as the networks and the independent stations, look for the welfare of their shows. The writer, director and actor are generally employed on an intermittent basis."

NAB SETS UP STAND IN MILWAUKEE

Four prominent figures in the advertising field have been selected by NAB to address the four Fall Conferences as the second half of the eight-meeting series opens today (Oct. 13) in Milwaukee. The series recessed following the Sept. 29-30 conference in San Francisco.

Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, will speak at the windup Milwaukee luncheon tomorrow. Advertising speaker at the sixth NAB meeting in Minneapolis Thursday-Friday (Oct. 16-17) will be J. Cameron Thomson, board chairman of Northwest Bancorporation, Minneapolis.

Jerome Feniger, vice president of Cunningham & Walsh, New York, will be the speaker at the seventh NAB conference, Oct. 20-21 in Boston. Final advertising speaker of the fall series will be Felix W. Coste, marketing vice president of Coca-Cola Co. His luncheon address in Washington Oct. 28 will wind up the NAB conference schedule.

NAB President Harold E. Fellows will head the 10-man headquarters crew as the conferences resume in Milwaukee after a fortnight hiatus. The Milwaukee and Minneapolis programs will be based on operational problems, following the pattern set at the first four conferences [TRADE ASSNS., Oct. 6].

Agenda for the Oct. 20-21 meeting in Boston was completed last week by NAB. The opening morning will include economic, public relations and Washington discussions by NAB staff executives. A panel on editorializing will include Daniel W. Kops, WAVZ New Haven, Conn., and C. Wrede Petersmeyer, Corinthian Broadcasting Corp. Both are members of the NAB Committee on Editorializing.

A panel on radio sales department administration will include Joseph Bloom, president of Forjoe & Co.; Sydney E. Byrnes, WADS Ansonia, Conn.; Keith S. Field, WARA Attleboro, Mass., and Arthur Haley, WORL Boston. Mr. Kops will speak on news broadcasting. George W. Armstrong, WHB Kansas City, will review music programming trends. Sherwood J. Tarlow, WHIL Medford, Mass., will report for the All-Industry Radio Music License Committee.

Members of a panel on radio staff organization will be Richard E. Adams, WKOX Framingham, Mass.; Joel H. Scheier, WIRY Plattsburg, N. Y., and Fred E. Walker, WTTM Trenton, N. J.

Mr. Petersmeyer and Cliff Kirtland, Transcontinent Television Corp., will discuss tv costs at the separate tv sessions. Leaders of a tv programming panel will be Frederick S. Houwink, WMAL-TV Washington; Frank Tooke, WBZ-TV Boston, and Paul Adanti, WHEN-TV Syracuse.

NAB'S new assistant Tv Code director, Harry H. Ward (left), is welcomed to the code review board staff by its chairman, Roger W. Clipp, Triangle Stations. Mr. Ward succeeds Charles S. Cady who resigned to join WCSC-TV Charleston, S. C.

State Association Presidents To Meet in D. C. Feb. 24-25

NAB will be host to the fourth annual conference of state broadcaster association presidents, to be held Feb. 24-25 at the Shoreham Hotel, Washington. NAB President Harold E. Fellows said the meeting will provide "a forum for the exchange of ideas and information among all the associations, and we have been most gratified by the enthusiastic endorsement which the conference has received each year from those participating in it."

The association presidents will be reimbursed by NAB for meals and lodging while attending the conference. The program will be handled by Howard H. Bell, NAB assistant to the president for joint affairs.

Coinciding with the February conference will be Washington ceremonies honoring state and national winners of the 1958-59 Voice of Democracy scriptwriting contest for high school students. State winners will receive trips to Washington.

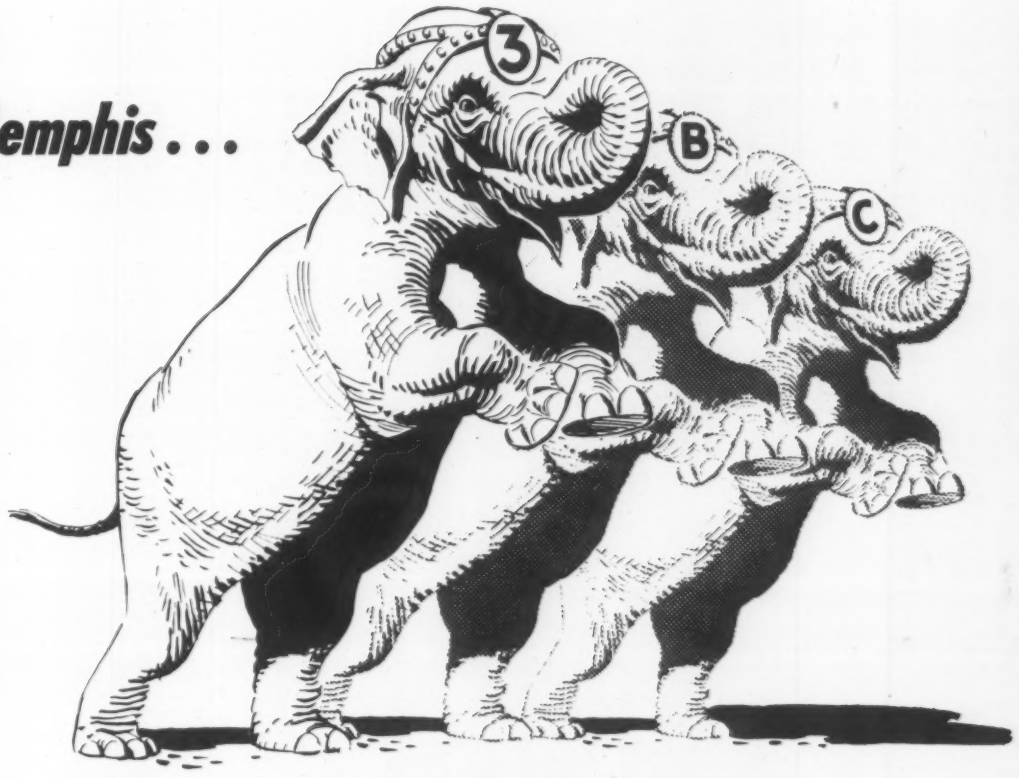
Texans Lauded for Efforts In Reducing Highway Toll

The first "Deathless Weekend" campaign conducted by Texas Assn. of Broadcasters was a key factor in reducing the number of Labor Day weekend traffic deaths from an estimated 40-50 to an actual 29 fatalities, the association was told Oct. 6 at its Fort Worth meeting. TAB was officially lauded by Brad Smith, Texas state traffic safety director, for the campaign.

Awards for highway safety promotion over the holiday weekend went to KTRK (TV) Houston; KVMC Colorado City (daytime radio) and KVKM Monahans (fulltime radio). In addition Ross Rucker, KVKM, received the Pitluk Advertising Agency trophy for outstanding public service programming.

Albert D. Johnson, KENS-AM-TV San Antonio, was elected TAB president succeeding M. E. Danbom, KTBB Tyler. Mr.

In Memphis . . .



The Biggest Audience Is On Channel 3

WREC-TV's superior local programming and news coverage is combined with a basic CBS Television affiliation to make certain that: "In Memphis there's more to see on Channel 3." Full power and highest antenna deliver complete coverage of the great Mid-South market. It's the *right* combination for your advertising message. See your Katz man for availabilities.

First by All Surveys

*Here are the latest Memphis surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A. R. B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Feb.-Apr. '58 (Station Area)
WREC-TV	**201**	**240**	**195**
Sta. B	122	93	74
Sta. C	53	47	107

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

OCT. 1948: 900,000 VIEWERS!

Milton Berle is back. His premiere show last Wednesday was viewed by the greatest audience of any new show this season. It was larger than the combined audiences of competing shows on the other two networks.

Berle's return gave dramatic focus to the truly amazing growth of television in one decade. Ten years ago, he starred in the young medium's most popular show, yet his audience Wednesday was *51 times greater!*

Before the largest audience ever to watch him, Mr. Television returned to the medium he helped create and to the network which, with him, introduced television to the American people—The Network of Stars.

NBC TELEVISION NETWORK

SOURCE: NBC Research Department Estimates.

...still

OCT. 1958: 46,000,000 VIEWERS!

Mr. Television!

Johnson is a former president of Arizona Broadcasters Assn.

Other officers elected were Joe Leonard Jr., KGAF Gainesville, vice president; George Tarter, KCBD-AM-TV Lubbock, secretary-treasurer. New board members are Leo Hackney, KGVL Greenville; Gene Hendrix, KVLF Alpine; Marshall Formby, KPAN Hereford, and Mr. Danbom. Continuing on the board are Charles Jordan, KFDA Amarillo, and Jim Hairgrove, KFRD Rosenberg.

Alex Keese, WFAA-AM-TV Dallas, NAB district radio director, observed in a discussion of NAB's services, "There are very few places on the face of this earth, other than the United States of America, where we broadcasters could be businessmen and not civil servants." He said NAB's "enlightened leadership" deserved much of the credit for the fact that private enterprise prevails in U. S. broadcasting.

Austin was picked as site for the spring meeting of TAB, to be held in March.

Thornburgh Off Radio Board

Donald W. Thornburgh, WCAU-AM-TV Philadelphia, has resigned as a member of the NAB Radio Board following acquisition of the stations by CBS Inc. He is ineligible to serve because CBS already is represented on the Radio and Tv Boards. The vacancy will be filled during the winter board elections.

RTNDA CONVENTION TO REVIEW CANON 35

- **Palmer on Oklahoma decision**
- **Heavy agenda set for Chicago**

A review of the Oklahoma Criminal Court decision favoring equal radio-tv access to courtroom proceedings on a par with the press and holding Canon 35 to be obsolete and unrealistic has been added to the Radio Television News Directors Assn.'s convention agenda in Chicago this week.

Bruce Palmer, KWTV (TV) Oklahoma City, analyzes implications of the court findings [LEAD STORY, Sept. 8] in a talk following a freedom of information report and a debate on Canon 35 by Robert D. Swezey, WDSU-AM-TV New Orleans, and Albert E. Jenner Jr., past president of the Illinois Bar Assn. Harold E. Fellows, NAB president, will deliver the Friday (Oct. 17) luncheon address on "Management Responsibilities in News."

"News: Radio's Most Salable Product" is explored in a Thursday afternoon panel by Robert K. Byars, vice president of MacFarland, Aveyard & Co., Chicago agency. Chicago Mayor Richard J. Daley will give a welcoming address that noon, to be followed with a keynote speech by Jim Bormann, WCCO Minneapolis.

The agenda was complete early last week save for the Saturday evening banquet speaker. The convention opens unofficially Wednesday noon with a board of directors meeting, registration and a reception in the Mayfair Room of the Sheraton-Blackstone Hotel. Registration will be resumed Thursday morning prior to the opening "editorial and public affairs conference" featuring network, station and education speakers. Officers will be elected Friday morning and introduced by Jack Krueger, WTMJ-AM-TV Milwaukee (outgoing RTNDA president) at the annual banquet Saturday evening. The new board convenes Friday afternoon.

The awards dinner will include the presentation of RTNDA awards by Baskett Mosse, Northwestern U. director of radio-tv and of the Paul White Memorial Award by Ted Koop, CBS Washington.

Other highlights of the convention:

Wednesday—Edward R. Murrow, CBS news commentator-interviewer, addresses the board of directors; Thursday—"The 1958 Election Issues," a debate between Paul M. Butler, Democratic Party national chairman, and Meade Alcorn, Republican Party national chairman.

Friday—Tv Workshop under Ralph Renick of WTVJ (TV) Miami. "Ampex VTR & News," a demonstration; "News Audiences Mean More to the Advertiser," James R. Seiler, American Research Bureau, director releases an ARB study; "Camera Correspondents," a discussion of tv stringers and new newsroom ideas by Floyd Kalber, KMTV (TV) Omaha, Greg Gamer, KAKE-TV Wichita, Robert Hoyt, WSBT-TV South Bend and Jim McGaffin, WOW-TV Omaha; "Covering Cape Canaveral," Harold Baker, WFGA-TV Jacksonville; "What Is Libel in Tv News?," Prof. Fred Siebert, Michigan State U.

Saturday—Election Coverage Workshop under Tom Eaton, WTIC Hartford: "Regional Coverage of Elections," Jack Shelly, WHO-AM-TV Des Moines; "Texas Election Bureau," Jim Byron, WBAP-AM-TV Fort Worth; "Legal Aspects of Campaign Coverage," Vincent T. Wasilewski, NAB; "Small Station Election Coverage," Monroe Benton, WTRY Troy and Albert Larsen Jr., WALL Middletown, both New York; "Washington State Election Coverage," Robert Mott, KWSC Pullman, Wash.

FOR SALE . . . TO THE DISCERNING TIME BUYER
KJEO-TV serving the billion dollar rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients INCREASES IN SALES! Call your H-R Television man NOW for the HOTTEST avails.

Chicago Workshops Ready to Go With Slate of Radio-Tv Clinics

Speakers and agenda for series of weekly workshop sessions of the Chicago Federated and Women's Advertising Clubs of Chicago, starting Wednesday (Oct. 15), were announced last week.

Broadcasting clinics will be held on such topics as audience promotion, market research, potentials of videotape recording, film programming and Chicago's role in national radio-tv. Clinic chairman is James G. Hanlon, public relations manager of WGN-AM-TV that city and president of Chicago Unlimited promotional organization.

Speakers and their topics: Elliott W. Henry Jr., promotion and publicity manager, ABC Central Div., "Planning an Audience Promotion Campaign," Oct. 15; Dr. Mark Munn, research director, and

We offer you a large share of the Northeastern Ohio buying audience

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grown-ups . . . of all ages.

For instance, this coming winter, WGAR will present exciting professional hockey featuring the popular Cleveland Barons. Each action-packed play will be reported by Ohio's most colorful sportscaster, Bill McColgan, for the Barons' thousands of radio fans.

WGAR maintains this policy in all its programming . . . good music . . . variety shows . . . sports . . . accurate news coverage . . . drama—featuring performers from top CBS talent.

So reach your real buying audience through WGAR.

Radio for grown-ups . . . of all ages

WGAR

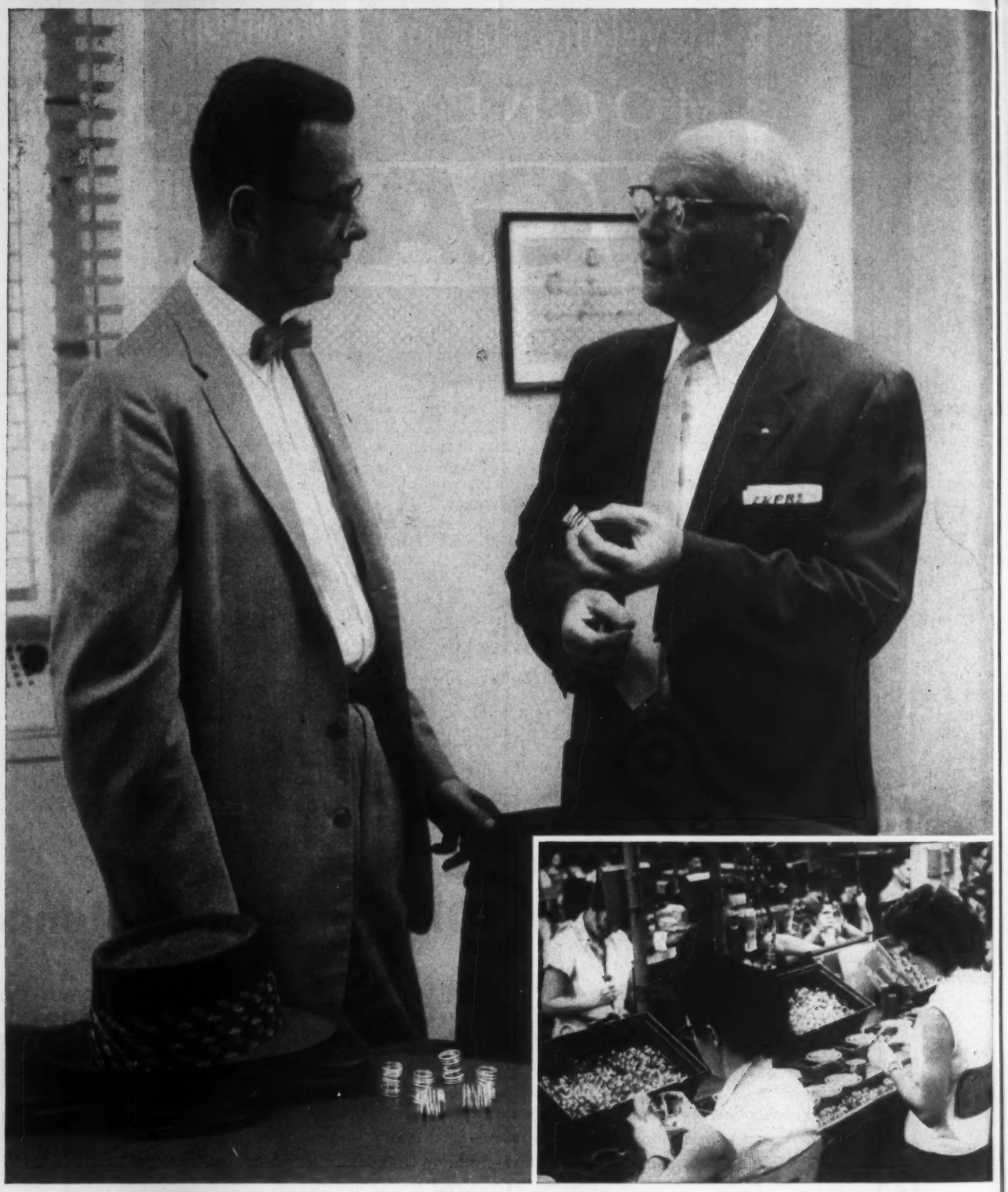
CLEVELAND OHIO*

The Peoples Broadcasting Corporation

WRFD-Worthington, O. · WTTM-Trenton, N. J.
WMMN-Fairmont, W. Va. · WNAX-Yankton, S. D.
KVTV-Sioux City, Ia.

*Represented by the Henry I. Christal Company

WESTERN ELECTRIC AND



BIG HELP FROM SMALL BUSINESS. H. P. Bitzer (right), Executive Vice-President of American Coil Spring Company, Muskegon Mich., and Western Electric's Art Betz discuss Western Electric order for spring used in dial of Bell telephones we make (see inset). Over 90% of Western Electric suppliers are "small businesses" like American Coil Spring . . . having fewer than 500 employees.

ITS 37,000 PARTNERS

From Maine to California . . . in tiny shops and in giant factories . . . thousands of American companies help us at Western Electric provide things needed for Bell telephone service, and national defense. For their help, these "partners" received well over a billion dollars last year . . . benefiting communities all around the country.

Last year about 37,000 companies employing some five million people helped Western Electric with its job as manufacturing and supply unit of the Bell System.

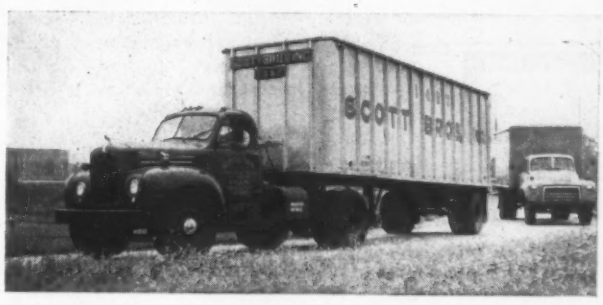
This supplier "team"—which ranged from blue-chip corporations to three-man operations—reached into 3,165 cities and towns in every state across the nation. More than 90% of these companies were "small businesses" with fewer than 500 employees.

From some came raw materials and parts for our factories where we make Bell telephones and telephone equipment. From others came finished products—everything from paper clips and pliers to paper towels and telephone poles—things we buy for ourselves or the Bell telephone companies. Some of our suppliers provided special services . . . like transportation. Some helped with defense projects entrusted to us by the government.

In return, the Western Electric dollars paid out to these firms—$1,224,000,000 in 1957—helped meet payrolls, pay taxes in thousands of communities. And so, helped spread a measure of prosperity the length and breadth of the nation. Perhaps in your town, too.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



BIG HAUL. Last year Western Electric's transportation bill totalled 65 million dollars. Among the more than 4,000 carriers which shared in this sum was Scott Bros., a trucking company operating in the Philadelphia area. Western Electric business supported jobs for many trainmen, seamen and freight-handlers—as well as truckers—during the past year.

WIRE IN THE RAW. Part of this mountain of copper bars is destined to be drawn into telephone wire for cable in Western Electric factories. As one of the world's largest users, Western contributes substantially to the economy of such copper mining states as Utah, Arizona, Nevada and Montana.

BOOK-PRINTER. William C. Clegg, head of the Clegg Company of San Antonio, Texas—is one of 67 printers who prepare some 2,600 different telephone directories for the Bell Telephone System. The telephone "book" is just one of thousands of items we purchase for the Bell telephone operating companies.

TALKING TREES. For over 18 years Fernwood Industries of Fernwood, Miss. has helped Western Electric supply telephone poles to the Bell telephone operating companies. Here, Fernwood's L. E. Ramsay and E. C. King complete the final inspecting and scheduling of an outgoing shipment of poles.

NIKE BUILDER. Ralph DiCiurcio works at the Whiting & Davis Co. of Plainville, Mass. He helps make important electronic components used in the NIKE guided missile system. Whiting & Davis is one of many companies which help prime contractor, Western Electric, build NIKE systems for the Army.

Charles Stroud, presentations chief, both of WGN-AM-TV, "Statistics and Showmanship in Tv-Radio Selling," Oct. 22; Hooper White, radio-tv producer, J. Walter Thompson Co., "Ampex Videotape," Oct. 29; Henry Ushijima, John Colburn Assoc., "Film for Television," Nov. 5; Mr. Hanlon, "Chicago's Position on the National Tv-Radio Scene," Nov. 12, and Hal Golden, midwest manager of station sales, MCA-TV Film Syndication Inc., "Tv Film Syndication," Nov. 19.

A copywriting clinic on Oct. 13 will feature six Chicago agency presidents—Gordon Best, Gordon Best Co.; George H. Hartman, George H. Hartman Co.; Earle Ludgin (board chairman), Earle Ludgin & Co.; Donald Nathanson, North Adv. Inc.; Edward H. Weiss, Edward H. Weiss & Co., and Martin Zitz of Henri, Hurst & McDonald. Kenneth C. T. Snyder, tv creative chief of Needham, Louis & Brorby, will discuss "How to Make a Tv Commercial Sing—Even if It's Live," at a Nov. 10 session.

Other clinics include public relations and publicity, art and layout direct mail, production, marketing and merchandising and industrial advertising. Co-chairmen of the CFAC-WACC advertising workshops are Fred Isserman Jr., The Toni Co., and Ray Markman, Leo Burnett Co. Emerson Foote, senior vice president and director of McCann-Erickson, kicked off the advertising series with a keynote talk Thursday (Oct. 2). General theme of the fall series is, "Sales Are Our Business."

4A's West Convention Gets Underway Today

General sessions of the 21st annual convention of the Western Region of the American Assn. of Advertising Agencies get under way tomorrow (Oct. 14), following an executive and business session for members only to be held today, at which new regional officers and governors will be elected. About 450 agency people and invited guests are expected to attend the Monday-Wednesday meeting at the El Mirador Hotel in Palm Springs, Calif.

Speaking at Tuesday's general session will be Arno Johnson, vice president of J. Walter Thompson Co., New York, on "The Role of Advertising in our American Economy"; William J. Calhoun Jr., vice president of Young & Rubicam, San Francisco, who will tell the marketing story of Kaiser Aluminum foil, in "The Quilted Brand that's Riding a Maverick"; LeRoy M. King, merchandising director of *Food Topics & Food Field Reporter*, on "Supermarketing's Equation for Profit."

Wednesday speakers are Eugene I. Harrington, board chairman of Honig-Cooper, Harrington & Miner, San Francisco, on "Rally 'Round the Ad, Boys"; Margot Sherman, vice president, McCann-Erickson, New York, on "What Makes a Good Idea?"; Edward G. Zern, vice president of Geyer Advertising, New York, on "How to Re-Write Advertising Copy"; Moorhead Wright, management consultant with General Electric Co., Ossining, N. Y., on "Development of Men"; J. Davis Danforth, executive vice president, BBDO, New York, and AAAA board chairman, on "Advertising Agencies in the 1960's."

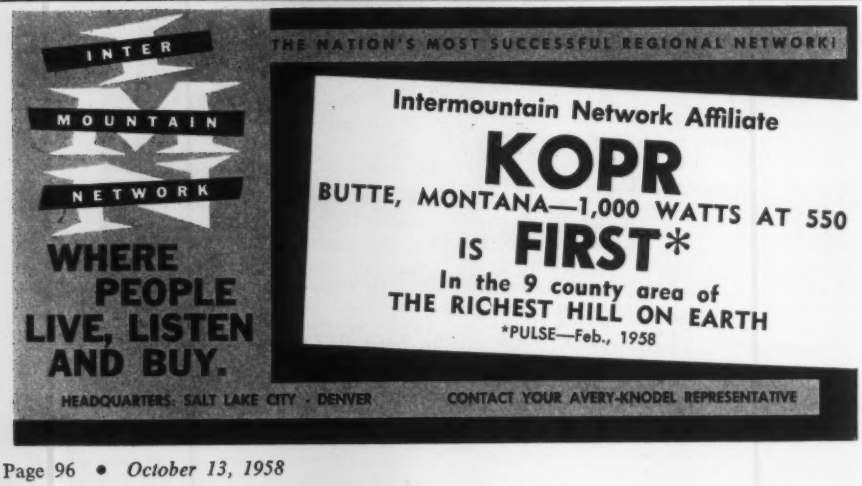
Howard Pyle, deputy assistant to President Eisenhower, will discuss "The Role of Advertising in Communications" at the annual convention luncheon on Wednesday. Dennis Day will entertain at an informal dinner Tuesday.

AWRT, WAC Clinic Wednesday

The seventh annual Publicity Clinic of the Women's Advertising Club of Washington, D. C., will be held Wednesday (Oct. 15) under co-sponsorship of the local chapter of American Women in Radio & Tv at the Perpetual Building Assn. auditorium, 1100 E St., N. W., Washington. Among those who will speak at the clinic: Bryson Rash, WRC-AM-TV Washington news commentator; Laurese Byrd Gordon, WTOP Washington advertising-promotion director, and Dorothy Looker, WTOP-TV's *Ask-It-Basket* producer-moderator. The session is open to anyone. Admission fee: $1.

Californians Pick Sacramento

California State Broadcasters Assn. will hold its annual meeting next January in Sacramento, the state capital. The 1959 meeting will be the first held other than in Los Angeles or San Francisco. Members of the state legislature will be invited to meet with SCBA to discuss legislative measures affecting broadcasting.



BPA Adds Speakers To St. Louis Meeting

Views of station and sales representative executives on promotion as a key management function will highlight one session of the Broadcasters' Promotion Assn.'s third annual convention-seminar in St. Louis, Nov. 16-19 at the Chase Hotel.

Lon King, assistant vice president in charge of tv promotion-research, Peters-Griffin-Woodward Inc., and John Stilli, sales manager of KDKA-TV Pittsburgh, have been added to a Tuesday (Nov. 18) agenda.

A multiple-media schedule of speakers from newspaper, magazine and outdoor representatives also has been completed with the addition of John L. Bricker, executive vice president of Outdoor Advertising Inc., New York, for Tuesday morning. Other speakers are Charles T. Lipscomb Jr., president, and Edward A. Falasca, creative vice president, American Newspaper Publishers Assn.'s Bureau of Advertising, and A. M. Snook, Chicago manager of Magazine Advertising Bureau. They will talk at Monday (Nov. 17) morning and afternoon sessions [TRADE ASSNS., Sept. 29].

At another Tuesday session Edwin J. Gross, research director of Gardner Adv. Co., St. Louis, joins with Dr. Thomas Coffin, NBC research director, in a discussion of "Rating Madness." Mr. Gross replaces Dr. E. L. Deckinger, vice president and media director, Grey Adv., previously announced.

Moderator for the "pick-the-brain" round table on idea exchange Wednesday morning was announced. L. Walton Smith, promotion director of Trancontinent Television Inc., will preside. Mitchell Krause, sales promotion director of WIP Philadelphia, is chairman of the sales promotion panel featuring management and sales representative views.

The convention opens unofficially on Sunday Nov. 16 with a board of directors meeting and registration until 10 p.m. Latter is being handled by William Pierson, BPA secretary-treasurer, at 190 N. State St., Chicago. No sessions are scheduled for Sunday. John F. Hurlbut, promotion and public relations manager of WFBM-AM-TV Indianapolis, is convention program chairman and Don B. Curran, promotion manager of KTVI (TV) St. Louis, is arrangements chairman. Elliott W. Henry Jr., ABC Central Div. press information director, is BPA president.

Insurance Men to Get Tv Help

Local television stations and the Television Bureau of Advertising will be available for help in implementing the two-fold tv project planned for 1959 by the National Assn. of Insurance Agents, John R. Sheehann, director of national sales for TvB, told the annual meeting of NAIA in New Orleans last Wednesday (Oct. 8). The association will sponsor a prestige tv program on a national basis next year and will distribute a public relations film, "Man With a Mission," to stations.

WWJ 1ST IN DETROIT

• More Detroiters Listen to WWJ!

Nielsen shows WWJ has more Detroit-area audience (Wayne, Oakland, Macomb counties—1,076,500 radio homes) than any other station *all day long:*

First—6:00 AM to 9:00 AM
First—9:00 AM to Noon
First—Noon to 3:00 PM
First—3:00 PM to 6:00 PM

• More Detroiters Listen to WWJ News!

Nielsen shows WWJ-originated newscasts have more Detroit-area listeners than those of any other station.

• Reach Detroit's believing, buying listeners *best* with WWJ—the station that's basic throughout the entire Detroit Metropolitan Area for *adult listeners*, for *women listeners*, for *news listeners*, for *total audience*.

Ask Nielsen!*

WWJ AM and FM RADIO

Detroit's Basic Radio Station

Owned and operated by **The Detroit News**
NBC Affiliate
National Representatives: Peters, Griffin, Woodward, Inc.

*Nielsen Station Index, July-August, 1958

National Audience Board Lauds Tv for Filling 'Need'

The National Audience Board, which has been critical of television programming in the past, last week reversed its field and had some words of praise for the medium.

An editorial by the group's president Peter Goelet, in the October issue of the *NAB Newsletter* stated that television has had "phenomenal acceptance" by the public, as evidenced by the purchase of more than 46 million receivers by Americans. This means, he wrote, that television must have served a need and "obviously has satisfied it in a most dramatic way." He claimed that commercial television has some inherent weaknesses—the participation in programming by the sponsor, agency and station—and recommended that superior programming and advertising campaigns be devised. Mr. Goelet took cognizance of government investigations into broadcasting and commented: "We hope these investigations will soon run their course so that network executives can use their talents to mind the store."

National Audience Board serves as a central liason for organized groups of listeners belonging to various service organizations. The board recently opened preview offices in Chicago and New York. In the past, previews of upcoming television programs have been conducted largely in Los Angeles.

1959 Wescon Plans Announced

The 1959 Western Electronic Show and Convention will be held Aug. 18-21 in the Cow Palace in San Francisco, Don Larson, business manager, announced. Reporting on the 1958 Wescon, held Aug. 19-22 in Los Angeles, Mr. Larson said that total registration was a record-breaking 33,223, with total attendance of 11,457 at the 42 technical sessions held in the Ambassador Hotel. Attendance reached as high as 900 during some of the sessions, topping 500 at 22% of them and ranging between 250 and 500 at most of the others. The largest number of exhibitors at any Wescon, 715 companies showed their products in 911 exhibits in the Pan Pacific Auditorium.

Bartley to Address Mass. Assn.

Annual meeting of the Massachusetts Broadcasters Assn. will be held Wednesday (Oct. 15) at the Boston University Club, according to Roy V. Whisnand, WCOP Boston, MBA president. State political figures will attend the luncheon, headed by Gov. Foster Furcolo. Comr. Robert T. Bartley of the FCC will speak at the afternoon session.

RTES Luncheon To Hear DeSapio

Carmine DeSapio, New York Democratic leader, will speak before the Oct. 15 luncheon meeting of the Radio & Television Executives Society to be held at New York's Roosevelt Hotel. Nelson Rockefeller, Republican candidate for New York governor, spoke at the September RTES "Newsmaker" luncheon.

A NEW *NAB technical award for outstanding achievement, to be presented at the Broadcast Engineering Conference next March, was voted by these members of association's Engineering Conference Committee: (seated, l to r) James D. Russell, KKTV (TV) Colorado Springs; NAB President Harold E. Fellows; A. Prose Walker, NAB engineering manager; Allan Powley, WMAL-AM-FM-TV Washington; Wilson Raney, WREC Memphis; Raymond F. Guy, NBC; (standing) George W. Bartlett, NAB; Leslie S. Learned, MBS; Clure Owen, ABC; Mel Burrill, KIMA-TV Yakima, Wash.; Joseph B. Epperson, Scripps-Howard Radio; Julius Hetland, WDAY-AM-TV Fargo, N. D.; James H. Butts, KBTV (TV) Denver, and John H. DeWitt Jr., WSM-AM-TV Nashville.*

NAB Plans Technical Award At Chicago Sessions in March

An award for outstanding technical achievement will be presented at the NAB Broadcast Engineering Conference, to be held during the NAB's March 15-19 convention at the Conrad Hilton Hotel, Chicago. The management section of the convention has been giving a keynote award for a number of years.

The technical award idea was announced Wednesday (Oct. 8) at a meeting of the NAB Engineering Conference Committee in Washington. Allan Powley, WMAL-AM-FM-TV Washington, presided as committee chairman. A. Prose Walker, NAB engineering manager, was named chairman of a special subcommittee to determine criteria for the award, which will be made annually to a broadcast engineer if there has been an outstanding contribution to broadcast engineering.

Presentation of the 1959 award will take place at a March 18 luncheon. Members of the Walker subcommittee include Raymond F. Guy, NBC; James D. Russell, KKTV (TV) Colorado Springs, Colo.; Wilson Raney, WREC-AM-TV Memphis, and Joseph B. Epperson, Scripps-Howard Radio.

Engineering Conference sessions will be held March 16 morning and afternoon; March 17 morning; March 18 afternoon. Engineers will attend joint management-engineering luncheons March 16-17, with the afternoon of March 17 left open to visit equipment exhibits. A joint session will be held with management the morning of March 18.

Attending the Oct. 8 committee meeting besides award subcommittee members were Leslie S. Learned, MBS; James H. Butts, KBTV (TV) Denver; Mel Burrill, KIMA-TV Yakima, Wash.; Julius Hetland, WDAY-AM-TV Fargo, N. D.; John H. DeWitt Jr., WSM-AM-TV Nashville, Tenn., and Clure Owen, ABC. Taking part for NAB were President Harold E. Fellows; Mr. Walker; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Everett E. Revercomb, secretary-treasurer; Howard H. Bell, assistant to the president for joint affairs; Donald N. Martin, public relations assistant to the president, and George Bartlett, assistant engineering manager.

Audio Engineers Pick Plunkett

Donald J. Plunkett, Capitol Records Inc., New York, has been elected president of the Audio Engineering Society for the 1958-59 term, succeeding Sherman M. Fairchild, Fairchild Recording Co., New York. Mr. Plunkett has been executive vice president of the society. Other new officers elected were Harry L. Bryant, Radio Recorders, Los Angeles, executive vice president; Arthur G. Evans, RCA, Indianapolis, central vice president; Vincent Salmon, Stanford Research Institute, Menlo Park, Calif., western vice president; C. J. LeBel, Audio Instrument Co., New York, secretary (re-elected), and Ralph A. Schlegel, RKO Telera lio Pictures, treasurer (re-elected).

Newly elected governors include Frank E. Pontius, Westres Corp., Hollywood; Ross H. Snyder, Ampex Corp., Redwood City, Calif., and S. Edward Sorensen, Columbia Records, New York.

KRUS' Faulk Heads LAB

Clarence E. Faulk Jr., KRUS Ruston, has been elected president of Louisiana Assn. of Broadcasters. Other officers elected for 1958-59 are Thomas G. Pears, KVOL Lafayette, radio vice president; Paul Goldman, KNOE-TV Monroe, tv vice president; Gene Jones, KSLO Opelousas, treasurer.

Board members are William L. Switzer, KRMD Shreveport; Henry Clay, KWKH Shreveport; Don Bonin, KANE New Iberia, and John Knight, WIKC Bogalusa.

TELECHROME

VERTICAL BLANKING INTERVAL
TEST SIGNAL KEYER
1008-A

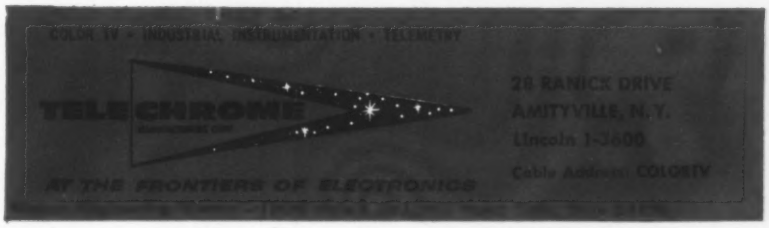
The Telechrome Model 1008-A Vertical Blanking Interval Keyer is a self-contained portable unit that makes possible transmission of television test and control signals between frames of a TV picture. Any test signal (multiburst, stairstep, color bar, etc.) may be added to the composite program signals. The keyer will operate anywhere in the TV system and operates from composite video, sync, or H & V drive. The test signals are always present for checking transmission conditions without impairing picture quality. The home viewer is not aware of their presence.

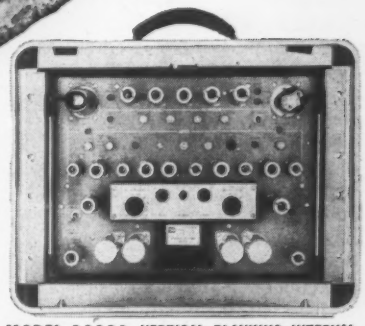
These continuous reference signals may be used in connection with various Telechrome devices for automatic correction of video level, frequency response, envelope delay, differential gain and differential phase.

IMPORTANT: Checking after programming is costly and at best highly inefficient since conditions constantly vary. The Telechrome Vertical Interval Keyer minimizes post-program checking and overtime expenses. It provides instant indication of deteriorating video facilities so that corrective measures can be undertaken immediately — manually or automatically during programming.

Now in use by CBS, NBC, ABC, BBC ITA (Brit.), NHK (Japan)

Write for Specifications & Details

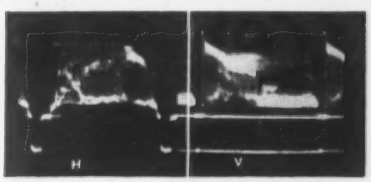




MODEL 1008A VERTICAL BLANKING INTERVAL TEST SIGNAL KEYER

Portable or standard rack mounting. Self-contained regulated power supply.

Video picture with multiburst test signal inserted, as seen on picture monitor.



Test signal is thin line between frames. All test signals can be transmitted during vertical blanking portion of video signal.

1003-C VIDEO TRANSMISSION TEST SIGNAL GENERATOR

Completely self-contained, portable. Produces multi-frequency burst, stairstep, modulated stairstep, white window, composite sync. Variable duty cycle. Regulated power supply. 12¼" standard rack mounting or in carrying case. Integrates with above model 1008-A Test Signal Keyer.

1043-DR VERTICAL INTERVAL DELETER-ADDER

Integrates with model 1008-A to recognize incoming test signals. Deletes incoming test signals and/or adds new test signals.

HOOSIER FM HEALTHY ACCORDING TO STUDY

- **Commercial coverage: 97%**
- **Favorable potential found**

Fm broadcasting is on the move in Indiana.

Evidence of a larger audience and expansion plans of stations are cited in a study of the medium conducted by Indiana U. Radio & Television Service in cooperation with Indiana Broadcasters Assn.

The survey shows that 97% of the state lies within the primary signal area of at least one of Indiana's 14 commercial fm stations. In addition 13 educational fm stations operate in the state.

Fm programming ranges from educational programming to rock-and-roll music, the survey notes, adding, "Yet a balanced programming is available on fm channels and the listener has perhaps an even wider choice of programs than on competing media. Fm stations are able to provide wide-range sound reproduction, too, with virtually no static. And recent developments aid fm stations in moving toward broadcasts of stereophonic presentations."

On the basis of these advantages, plus increased interest in and availability of fm receivers for homes and autos, the survey finds "a favorable potential for fm broadcasters in the state."

The study was directed by Elmer G. Sulzer, chairman of the university's radio-tv department, and Jean C. Halterman, associate professor of marketing in the Indiana U. School of Business.

If fm stations are to earn a profit, it is stated, they must raise rates or increase the number of sponsors concurrent with the increase in audience size. The audience gain is hinged to more listeners and more listening hours per day per listener, "both of which seem definite prospects."

An increase in the number of fm stations in Indiana is likely in coming years, according to the study, with station operators facing the challenge of discovering and providing the necessary programming.

In a discussion of fm business developments, the survey pointed out that only two commercial stations are fm-only. In joint am-fm operations, fm is found to provide only a small portion of total income. Fm is helpful to daytime operations, with night programming especially important when the fm outlet features sports.

In am-fm stations the cost of additional fm coverage is reflected in the am rate in the case of simulcasts. The study continues, "Fm stations affiliated with national networks follow the same practice of charging only the published rate of the am operation for network programs carried simultaneously on their fm outlet. During hours of simultaneous broadcast on both fm and am, few advertisers purchasing time on Indiana stations choose to broadcast on only one of the facilities, except for coverage of certain special events."

Pricing practices vary widely in cases where fm broadcasts are separate from am. "Most commonly the rate charged for fm evening broadcasts is identical to the regular am rate because these evening broadcasts usually are local sports programs entailing higher broadcast costs and commanding relatively large audiences," it is stated.

In most cases no additional employes are needed for joint am-fm broadcasts and only additional power and equipment costs are required to maintain the fm operation, the study points out.

"Direct costs attributable to the fm operation generally have been low, particularly once the investment for fm broadcast equipment has been made," according to the survey. "So long as the station plans to recover operating costs almost exclusively from the am operation, then additional revenue derived from the sale of fm time to clients who would not have purchased am time represents an addition to the station's gross profit.

"In general, Indiana's fm operations have been profitable, at least from this point of review."

Other advantages include ability of a joint operation to give better community service, creating a better atmosphere for time sales; ability to maintain a higher joint time rate, with the fm audience representing a segment of the total audience sold to the advertiser.

Five station managers told the surveyors that fm provides them with extended coverage over the am pattern. Four others mentioned extended broadcast hours and only one manager found little of value in the fm operation.

"Indiana is perhaps on the brink of a renewed and continuing interest in fm broadcasting," the survey suggests in pointing to new technical developments such as high-fidelity reproduction, stereo and functional applications. No station in Indiana has any multiplex operations but at least four are considering the idea, it is noted. A widespread acceptance of fm auto radios would be a helpful factor, it was said.

SCBA to Hear Los Angeles D. A.

Los Angeles District Attorney William B. McKesson will be guest speaker at this Thursday's (Oct. 16) membership luncheon meeting of the Southern California Broadcasters Assn. at the Hollywood Roosevelt Hotel.

"Buggy whips, son! There's something people will always need!"

IT PAYS TO KNOW THE ANSWERS

When was the last time *you* bought a buggy whip? What once seemed a business with a solid future is today about as extinct as the giant auk. But in today's TV and radio business, important broadcast advertising decisions can be made with surer chances of success because it's easy to keep well-informed on everything new. BROADCASTING – and *only* BROADCASTING – gives complete coverage of TV-radio developments, trends, latest news. It's *THE* authority on broadcast advertising. It can be *your* source of answers for the next 26 weeks at a get-acquainted cost of $3.50. Subscribe now.

BROADCASTING
1735 DeSales Street, N. W., Washington 6, D. C.

ATTENTION NEWS DIRECTORS:

I will see you at the convention in Chicago this week.

Pat Munroe

(Head of Munroe News Bureau, National Press Building, Washington, D. C.)

PAT MUNROE

FOR PAST DECADE SERVICING TOP METROPOLITAN DAILIES, MAGAZINES, RADIO AND TV STATIONS

RAB Financial Package Packs Flexible Appeal

A sales package which Radio Advertising Bureau believes packs unusual flexibility as well as especially-tailored information is being received this week by more than 900 member radio stations.

Target: financial institutions—the bank and/or the savings and loan associations.

RAB claims its new "package mailing" contains several features probably new to any media presentation. A set of special, snap-out binder rings, extra set of covers and inclusion of blank sheets of stock, makes it possible for station salesmen to insert a story about the station within the package, to tailor the material for a particular prospect and to adapt case history material for the prospect and for his market.

The basic presentation, RAB notes, is "convertible," permitting it to be used either

for banks or for savings and loan associations.

The case history section contains 28 individual stories, 14 on each type of financial institution, detailing how radio is used by each of the firms. They represent a broad cross-section as to size of bank or of market—from the Bank of America in San Francisco, reportedly the largest privately-owned and managed bank in the world, to the Alamogordo (N. M.) Federal Savings & Loan Assn. (31,000 people included in the city area combined with the retail trading region).

Still other sections in this massive package include full-length case history brochures on four banking firms and a 16-page book providing backround on banking institutions.

Ohio Assn. Meets in Columbus, 'Mystery Speaker' Is Feature

Separate radio and tv sessions will be held by the Ohio Assn. of Broadcasters at its fall convention slated Oct. 17 at the Columbus Athletic Club. A "mystery speaker" will address the luncheon, with a joint radio-tv program in the afternoon.

Speakers at the tv program will include William L. Putnam, WWLP (TV) Springfield, Mass., discussing "A Uhf Success Story in

Announcing . . . ANOTHER **1st** FOR **K-NUZ** and HOUSTON—

BIG MIKE, JR.!

Custom designed to serve as a PUBLIC SERVICE UNIT, BIG MIKE, JR. is the newest addition to the K-NUZ family of "BIG MIKE" mobile units . . . Houston's largest and best equipped news fleet! Big Mike, Jr.—a small, compact Vespa vehicle—boasts a Hi-Fi PA system, a turntable, 3 microphone inputs, and receiver. Available for civic affairs *free of charge* . . . and commercial promotions at a minimum cost!

FIRST in PUBLIC SERVICE—FIRST in POPULARITY with the ADULT* HOUSTON AUDIENCE—K-NUZ DELIVERS THE LARGEST PURCHASING POWER* OR ADULT SPENDABLE INCOME AUDIENCE IN THE HOUSTON MARKET!

AIMS ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

**Special Pulse Survey* (Apr.-May, 1958)
Nielsen (June, 1958)

STILL THE LOWEST COST PER THOUSAND BUY

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:
FORJOE & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

5 Tv Markets"; T. S. Christensen and Leonard Mathews, both of Philip Morris Inc., "The Marlboro Story," and Robert Dunville, Crosley Broadcasting Corp., "Tv Sales."

On the radio agenda are Harold Krelstein, Plough Inc., "Successful Sales Practices"; H. B. Fearnhead, WINS New York, "Music Policy and Its Relationship to Sales"; and Kevin Sweeney, president of Radio Advertising Bureau. Ralf Brent, WIP Philadelphia, will address the joint session on "The Department Store Account We Didn't Know We Had."

Network Tv Better Than Ever, Briller Tells N. Y. Ad Group

Network tv is offering better values—a greater efficiency—for the national advertiser, Bert Briller, director of sales development at ABC-TV, emphasized at a meeting Wednesday (Oct. 8) in New York of the Assn. of Advertising Men & Women.

Mr. Briller claimed that tv's circulation has expanded faster than the rise of its cost, an improvement which Mr. Briller thought could be attributed to increased competition among the networks.

He asserted that the tv industry was "holding the line on costs," observing that "program and talent costs have remained relatively stable" and while "time costs have increased," they are "not in proportion to the many additional homes reached."

In his talk, Mr. Briller emphasized there was no "third network" but three networks; a balance in programming and a greater qualitative impact of tv compared to other media. He cited the Motivation Analysis Inc. study commissioned by Television Bureau of Advertising that points up the emotional involvement values of television, the initial presentation of which was held by the bureau at the NAB convention in the spring [NAB CONVENTION, May 5]. This was the study that showed a company advertising on tv viewed by the public as large, reliable, modern, friendly and as engaged in much scientific research.

TRADE ASSN. SHORTS

Westinghouse Broadcasting Co. elected to membership in Advertising Federation of America. AFA also announced election of Eastern Air Lines as member.

Advertising Federation of America will establish new bureau of research and education according to AFA President C. James Proud. Formation of bureau will come after comprehensive study of advertising education needs to be conducted by Robert D. Stuart, advertising management counsel, and former editor of *Advertising Agency* magazine.

PLAYBACK

QUOTES WORTH REPEATING

WANTED: VENTURESOME ADS

Nobody can resist an exciting idea skillfully presented at the right time, Ernest A. Jones, president of MacManus, John & Adams Inc., told the Denver Advertising Club in putting the case against tried-and-true but often mediocre advertising. Part of his speech:

There is too much Old Pro-ism in advertising and selling today.

The Old Pro knows every blade of grass in the ballpark. He knows what the client bought in the past and feels he can pretty well anticipate what will be bought in the future. He knows his customer's budget as well as he knows his own bank balance.

And he may know a lot of things which aren't true.

The majority of today's advertising is good advertising. But too little is great advertising because it lacks the real secret weapon: the adventuresome idea.

Are you aggressively producing new ideas for the businesses you serve? Or are you—because you know the client so well—dropping the ideas into the wastebasket because you feel they are too expensive or not in the client's traditional advertising pattern?

It is ironic that the Old Pro in his constant search for the serene security of the sure thing should engage in the most dangerous practice of all: showing only variations of what was bought last year or ten years ago. Some remarkable things have been accomplished in merchandising because the man with the idea didn't know it was impossible.

To coin a cliche: businesses are people. Despite their protests of economy they will find the money for things they want badly enough. Have you ever set up a strict budget for your family and then made a rather sheepish admission at the dinner table one evening?

"Honey," you say. "I bought US a new red convertible today."

Businesses as well as individuals have their "red convertibles."

The irresistible force in all human relationships is the exciting idea skillfully presented at the psychologically right time. Neither women nor corporations can stand against it.

MARKETING THE CANDIDATE

Lloyd G. Whitebrook, executive vice president of Kastor, Hilton, Chesley & Clifford, reassured the American Political Science Assn. on television's potentialities as a political kingmaker, saying:

I doubt if the day will ever come when Madison Avenue picks the candidates.

To paraphrase Mr. Stalin's famous remark: "How many votes does Madison Avenue have?" The answer is that Madison Avenue has no patronage, no constituents, no delegates. As long as our political system retains some vestige of its present form, the candidates will be selected by the pros, who operate a considerable distance from Madison Avenue both geographically and psychologically.

In the second place the voters are, as I have said, a suspicious lot. Sincerity means a good deal more in my not inexperienced opinion than a handsome face or a pleasant voice.

Why, then do the political parties need Madison Avenue? Very simply because television is a tool. It's a very technical tool. . . . We can tell a candidate how to look his best and speak his best before the cameras. We can tell what lens to look into, what kind of a shirt to wear. We can tell him what length of time he should speak to get the most concentrated audience attention. We can help him put together the kind of tv program on film that will help hold that audience.

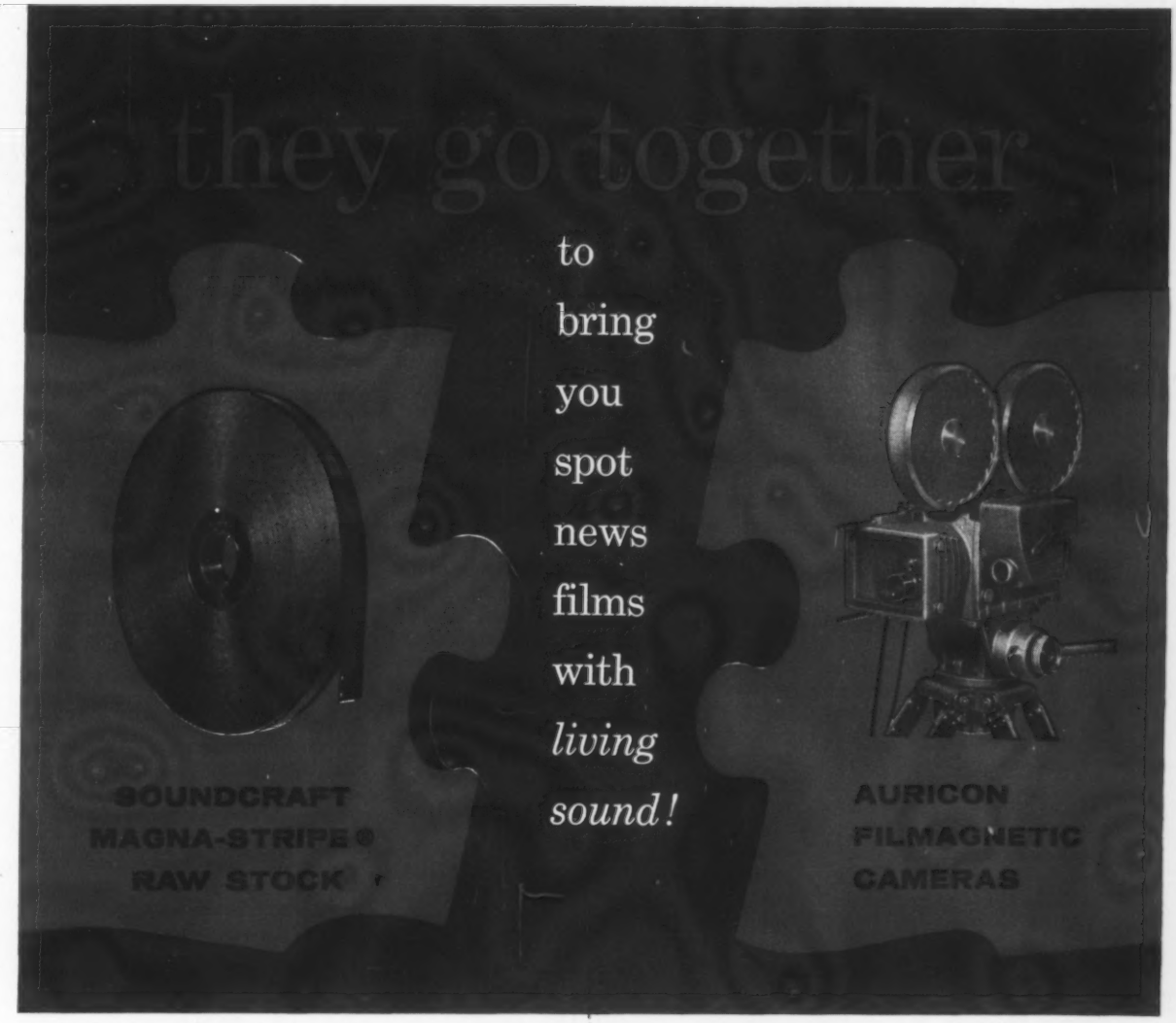
PRESSURE FROM D. C. OR SOAP?

Much of the criticism aimed at television is due to the power of its effect on the American public, the fact that many people want programming to reflect their own concepts and a failure of many viewers to plan their viewing carefully. These causes of criticism were voiced in the Sept. 21 Open Mind *program on NBC-TV, moderated by Richard D. Heffner. Guests were Richard S. Salant, CBS vice president; Stockton Helffrich, NBC continuity acceptance director, and Prof. Reuel Denny, author, of the U. of Chicago.*

Prof. Denny cited this ground for criticism of tv, drawing a response from Mr. Salant:

PROF. DENNY: Much too much of television policy and what appears on it is determined by large other industries in the United States which are very brassy industries. I would name, for example, the soap industry, the beer industry, and the cigarette industry; and I think that their influence on what happens in tv is entirely undue and that those people who are running tv ought to fight to free what they are doing from those industries.

MR. SALANT: Perhaps because of my own personal experience in Washington I would say that the pressures for spreading control come not from the industries but come from Washington. We have constant pressures not to do programming ourselves, to become conduits for other people's programming. That's what concerns me. I think that the industry pressures are exaggerated.



16 mm MAGNA-STRIPE Raw Stock is motion picture film with pre-applied magnetic sound stripe... perfect mate for Auricon FILMAGNETIC Sound-On-Film Recording Cameras.

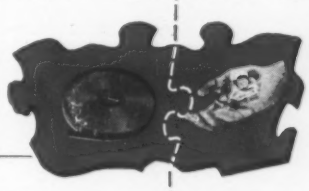
Mail convenient coupon or attach to your business letterhead for free information on Soundcraft MAGNA-STRIPE Raw Stock and all Soundcraft magnetic recording films.

Professionals everywhere prefer Auricon FILMAGNETIC Sound-On-Film Recording Cameras for lip-synchronized Talking Pictures and Music Quality — using Soundcraft MAGNA-STRIPE Raw Stock. They go together to give you living sound!

Mail coupon for free information on Auricon FILMAGNETIC Cameras.

REEVES SOUNDCRAFT CORP.
10 E. 52nd St., New York 22, N. Y.

Name_____
Title_____
Firm_____
Street_____
City_____ Zone_____ State_____



AURICON DIV., BERNDT-BACH, INC.
6900 Romaine St., Hollywood 38, Calif.

☐ Please send new FILMAGNETIC Camera Information.
☐ I want to install FILMAGNETIC on my Auricon Model _____.

Name_____
Title_____
Firm_____
Street_____
City_____ Zone_____ State_____

R32

Trans-oceanic tv possibility seen from juggling satellites in space

The scientists who have to worry about making the dream of transoceanic television a reality have come up with a juggler's trick.

This is keeping a number of balls in the air at the same time.

Only in this case, the electronic engineers have envisaged a series of space satellites rotating about the earth so that there is always one in such a position that tv signals can be bounced across the ocean.

The speculation was made last week by Dr. John R. Pierce, director of electrical communications research, Bell Labs. Dr. Pierce addressed a national symposium on extended range and space communications at George Washington U. in Washington. The meeting was sponsored by the university and the professional groups on antennas and propagation and communications systems of the IRE.

Dr. Pierce's discussion was entitled "Transoceanic Communication by Means of Passive Satellites."

Dr. Pierce said that a 1,000 ft. sphere, 22,000 miles out in space would require 10 megawatts of power from an earthling transmitter in order to use the sphere as a reflector for broadband (5 mc) transmissions.

A 100-ft. sphere, 2,200 miles out would only require 100 kw of power from a transmitter on earth, the Bell Labs scientist said.

But, said Dr. Pierce, a 100-ft. "mirror" (a flat plane passive reflector), at 22,000 miles out would only require 50 kw of power at an earthbound transmitter.

At 22,000 miles out, it is estimated that a satellite will rotate virtually at the same rate as the earth turns so that it will remain steady in the sky for the whole time it is hung up in space. This would give a transmitter on earth a steady target to shoot at.

At the 2,200-mile distance the satellite would orbit at a higher rate of speed than the rotation of the earth. It is in this instance that Dr. Pierce foresaw a number of satellites—about 10, he estimated—which would move continuously about the earth in such steady progression that there would always be one at the optimum point for relay purposes.

Dr. Pierce also spoke of a powered relay sent 22,000 miles out into space which would operate just like a radio relay on earth. He figured that the satellite would require a 10-ft. antenna and 100 w of power. Since the 22,000 miles distance would keep the satellite at the same position above the earth (both turning at the same speed), the signals could be transmitted virtually as they are now on earth—to the relay point which picks them up, amplifies them and rebroadcasts them.

The frequencies for these uses, Dr. Pierce suggested, would be in the 3,000 mc range.

Although large size "dishes" would be required to send and to receive these signals, Dr. Pierce observed that with the development of masers, receivers are now virtually noise-free. This results, he added, in reducing the amount of power required to utilize passive space reflectors. A maser is a solid or gaseous-state device that operates as a highly efficient radio frequency amplifier.

In another paper at the space symposium, Dr. Charles Sonett, Ramo-Wooldridge Corp., Los Angeles, reported that one watt of power would be sufficient to transmit a coarse tv picture of the far side of the moon.

The Air Force is planning a lunar probe with a satellite which, it is understood, will carry a tv camera to transmit back to earth pictures of the dark side of the moon. The power of this station is believed to be more than one watt.

Dr. Sonett said even a one-watt transmitter would be able to show moon craters and "explosion rays." The latter are the streaks spreading out from moon craters, presumably caused by meteors. Dr. Sonett estimated that it would take 30 minutes for the tv pictures to be received on earth from the moon satellite, 240,000 miles away. He also said 60-ft. parabolic dishes would be required on earth to receive these very minute signals.

A one-watt transmitter on a satellite would require 1 million watts to return a picture from Mars, Dr. Sonett added. However, he continued, the 400-ft. parabolic dish being built for radio astronomy at Sugar Grove, W. Va., would reduce this requirement to 30 kw. And, he added, if a directional antenna could be mounted on the satellite, the power needed to transmit from Mars could be still further reduced to 3 kw. In 1956, when Mars was the closest to Earth it has been in recent years, it was 35 million miles away.

FCC Revised Equal-Time Guide Being Printed for Early Release

The FCC's guide for political candidates, "Use of Broadcast Facilities by Candidates for Public Office," has been revised and will be printed soon in pamphlet form for distribution, on individual request, to interested groups and individuals. It was published in the *Federal Register* last Friday (Oct. 9). Copies of the guide will be sent to all licensees this week.

The booklet is published as an aid to broadcasters and others in handling questions arising under Sec. 315 of the Communications Act on broadcasts by political candidates. It cites both the act and FCC rules based on it, plus a summary, in question-answer form, of rulings on problems or cases arising under Sec. 315.

The revised pamphlet adds 19 interpretations which have been considered by the FCC since publication of the original guide in 1954.

For instance, the FCC says a station which uses, as part of a newscast, film clips showing a candidate participating as one of a group in official ceremonies, is not required to give equal time to that candidate's opponent since the first candidate did not initiate filming or presentation and the broadcast is nothing more than a routine newcast with the station exercising its judgment as to a newsworthy event.

The guide does not answer categorically the question of whether a candidate for the House of Representatives must pay a station its national or its local rate, pointing out that the FCC would have to know the criteria a station uses for local and national advertisers before determining what are "comparable charges."

Sec. 315 of the Communications Act and FCC rules do not prohibit the practice of a political party buying time and allocating it to several of its candidates, the guide states, although it would be "reasonable to assume that the group time used by a candidate is . . . paid for by the candidate through the normal device of a recognized political campaign committee, even though part of the campaign funds was derived from sources other than the candidates' contributions."

FCC Gets Nov. 3 Deadline To Report on Boston Ch. 5

The U. S. Court of Appeals told the FCC last week that it wanted another report on remanded Boston ch. 5 by Nov. 3.

The Commission just two weeks ago told the court that it had not been able to schedule a hearing because it had to undertake some original investigation [GOVERNMENT, Oct. 6].

The ch. 5 case was remanded to the FCC last July to investigate accusations of *ex parte* representations to commissioners by parties [GOVERNMENT, Aug. 4]. The court upheld the 1957 grant to the *Boston Herald-Traveler* (WHDH).

One of the original applicants in the Boston ch. 5 case, Massachusetts Bay Telecasting Inc., asked the court to withhold the mandate while it considered asking the U. S. Supreme Court to review the court's decision. Massachusetts Bay had asked the appeals court to reconsider its July opinion and remand the entire case back to the FCC without ruling on the merits of the Commission's grant. The court denied this several weeks ago. The mandate was stayed to Oct. 17.

Nov. 12 Hearing Date for Rates

Further FCC hearings resume Nov. 12 on proposals by American Telephone & Telegraph Co. and Western Union to increase rates on private line teleprinter service, it was announced after a pre-hearing conference Oct. 2. FCC Hearing Examiner J. D. Bond allowed NAB, which opposes the increases (now postponed to Jan. 1), to intervene in the case on a limited basis.

AMST Against 840-890 Shift

The Assn. of Maximum Service Telecasters last week filed an opposition to rulemaking requested by Lenkurt Electric Co. to reallocate 840-890 mc (uhf chs. 75-83) to fixed common carriers. MST said if the proposal is not denied, it should be deferred until conclusion of the FCC's current study of the use of 25-890 mc.

NOW . . . ANOTHER FIRST FROM WBKB, CHICAGO'S PIONEER TELEVISION STATION!

Weather By Radar

The all-seeing eye of WBKB's Radar now provides television viewers in the greater Chicago area with a fascinating picture of weather in the making. For the first time in Chicago, weather is seen, not heard!

abc WBKB 7 CHANNEL

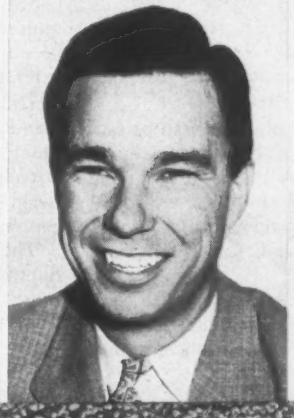
Represented nationally by BLAIR TV

WBKB's WEATHER BY RADAR

presents an exciting, visual and completely accurate report and presentation of the weather. WBKB is now Chicago's FIRST television station to provide complete and instantaneous weather reports as observed from its own meteorological laboratory in addition to the facilities of the U.S. Weather Bureau. North, South, East and West, the probing eye of WBKB's Radar reaches out 150 nautical miles.

WARREN CULBERTSON

Nationally-recognized meteorologist, interprets WBKB's WEATHER BY RADAR findings. Since 1950, he has been chief weathercaster for station WFAA-TV in Dallas. He is a graduate of the California Institute of Technology and served as an Army Air Force meteorologist throughout World War II. Culbertson is a professional member of the American Meteorological Society.



WEATHER BY RADAR IS SEEN THREE TIMES EACH EVENING--MONDAY THROUGH FRIDAY--ON WBKB, CHANNEL 7.

These five-minute exclusive reports are telecast at 6:00 PM, 6:25 PM and 9:55 PM. WEATHER BY RADAR is formatted along with three of Chicago's top news specialists—Paul Harvey, Norman Ross and Ulmer Turner—whose nearly three-quarters of a century of news gathering experience furnish Chicago's most comprehensive interpretation of local, national and international news. Once again, with this new and fresh programming concept, WBKB has pioneered with impact in the Chicago market. Chicago's first television station has delivered another first, another exclusive! First to do a remote sports telecast, first to do a live studio program, first to present an early-morning educational series, first to telecast the dramatic U.S. Senate Rackets Committee hearings direct from the nation's capitol . . . such video presentations constitute but a mere mention of WBKB in action! Now, first with WEATHER BY RADAR, WBKB offers its viewers in the nation's second largest city, a continuation of its exciting and effective television coverage.

AMERICAN BROADCASTING COMPANY
190 North State Street, Chicago 1, Illinois

Trans-oceanic tv possibility seen from juggling satellites in space

The scientists who have to worry about making the dream of transoceanic television a reality have come up with a juggler's trick.

This is keeping a number of balls in the air at the same time.

Only in this case, the electronic engineers have envisaged a series of space satellites rotating about the earth so that there is always one in such a position that tv signals can be bounced across the ocean.

The speculation was made last week by Dr. John R. Pierce, director of electrical communications research, Bell Labs. Dr. Pierce addressed a national symposium on extended range and space communications at George Washington U. in Washington. The meeting was sponsored by the university and the professional groups on antennas and propagation and communications systems of the IRE.

Dr. Pierce's discussion was entitled "Transoceanic Communication by Means of Passive Satellites."

Dr. Pierce said that a 1,000 ft. sphere, 22,000 miles out in space would require 10 megawatts of power from an earthling transmitter in order to use the sphere as a reflector for broadband (5 mc) transmissions.

A 100-ft. sphere, 2,200 miles out would only require 100 kw of power from a transmitter on earth, the Bell Labs scientist said.

But, said Dr. Pierce, a 100-ft. "mirror" (a flat plane passive reflector), at 22,000 miles out would only require 50 kw of power at an earthbound transmitter.

At 22,000 miles out, it is estimated that a satellite will rotate virtually at the same rate as the earth turns so that it will remain steady in the sky for the whole time it is hung up in space. This would give a transmitter on earth a steady target to shoot at.

At the 2,200-mile distance the satellite would orbit at a higher rate of speed than the rotation of the earth. It is in this instance that Dr. Pierce foresaw a number of satellites—about 10, he estimated—which would move continuously about the earth in such steady progression that there would always be one at the optimum point for relay purposes.

Dr. Pierce also spoke of a powered relay sent 22,000 miles out into space which would operate just like a radio relay on earth. He figured that the satellite would require a 10-ft. antenna and 100 w of power. Since the 22,000 miles distance would keep the satellite at the same position above the earth (both turning at the same speed), the signals could be transmitted virtually as they are now on earth—to the relay point which picks them up, amplifies them and rebroadcasts them.

The frequencies for these uses, Dr. Pierce suggested, would be in the 3,000 mc range.

Although large size "dishes" would be required to send and to receive these signals, Dr. Pierce observed that with the development of masers, receivers are now virtually noise-free. This results, he added, in reducing the amount of power required to utilize passive space reflectors. A maser is a solid or gaseous-state device that operates as a highly efficient radio frequency amplifier.

In another paper at the space symposium, Dr. Charles Sonett, Ramo-Wooldridge Corp., Los Angeles, reported that one watt of power would be sufficient to transmit a coarse tv picture of the far side of the moon.

The Air Force is planning a lunar probe with a satellite which, it is understood, will carry a tv camera to transmit back to earth pictures of the dark side of the moon. The power of this station is believed to be more than one watt.

Dr. Sonett said even a one-watt transmitter would be able to show moon craters and "explosion rays." The latter are the streaks spreading out from moon craters, presumably caused by meteors. Dr. Sonett estimated that it would take 30 minutes for the tv pictures to be received on earth from the moon satellite, 240,000 miles away. He also said 60-ft. parabolic dishes would be required on earth to receive these very minute signals.

A one-watt transmitter on a satellite would require 1 million watts to return a picture from Mars, Dr. Sonett added. However, he continued, the 400-ft. parabolic dish being built for radio astronomy at Sugar Grove, W. Va., would reduce this requirement to 30 kw. And, he added, if a directional antenna could be mounted on the satellite, the power needed to transmit from Mars could be still further reduced to 3 kw. In 1956, when Mars was the closest to Earth it has been in recent years, it was 35 million miles away.

FCC Revised Equal-Time Guide Being Printed for Early Release

The FCC's guide for political candidates, "Use of Broadcast Facilities by Candidates for Public Office," has been revised and will be printed soon in pamphlet form for distribution, on individual request, to interested groups and individuals. It was published in the *Federal Register* last Friday (Oct. 9). Copies of the guide will be sent to all licensees this week.

The booklet is published as an aid to broadcasters and others in handling questions arising under Sec. 315 of the Communications Act on broadcasts by political candidates. It cites both the act and FCC rules based on it, plus a summary, in question-answer form, of rulings on problems or cases arising under Sec. 315.

The revised pamphlet adds 19 interpretations which have been considered by the FCC since publication of the original guide in 1954.

For instance, the FCC says a station which uses, as part of a newscast, film clips showing a candidate participating as one of a group in official ceremonies, is not required to give equal time to that candidate's opponent since the first candidate did not initiate filming or presentation and the broadcast is nothing more than a routine newcast with the station exercising its judgment as to a newsworthy event.

The guide does not answer categorically the question of whether a candidate for the House of Representatives must pay a station its national or its local rate, pointing out that the FCC would have to know the criteria a station uses for local and national advertisers before determining what are "comparable charges."

Sec. 315 of the Communications Act and FCC rules do not prohibit the practice of a political party buying time and allocating it to several of its candidates, the guide states, although it would be "reasonable to assume that the group time used by a candidate is . . . paid for by the candidate through the normal device of a recognized political campaign committee, even though part of the campaign funds was derived from sources other than the candidates' contributions."

FCC Gets Nov. 3 Deadline To Report on Boston Ch. 5

The U. S. Court of Appeals told the FCC last week that it wanted another report on remanded Boston ch. 5 by Nov. 3.

The Commission just two weeks ago told the court that it had not been able to schedule a hearing because it had to undertake some original investigation [GOVERNMENT, Oct. 6].

The ch. 5 case was remanded to the FCC last July to investigate accusations of *ex parte* representations to commissioners by parties [GOVERNMENT, Aug. 4]. The court upheld the 1957 grant to the *Boston Herald-Traveler* (WHDH).

One of the original applicants in the Boston ch. 5 case, Massachusetts Bay Telecasting Inc., asked the court to withhold the mandate while it considered asking the U. S. Supreme Court to review the court's decision. Massachusetts Bay had asked the appeals court to reconsider its July opinion and remand the entire case back to the FCC without ruling on the merits of the Commission's grant. The court denied this several weeks ago. The mandate was stayed to Oct. 17.

Nov. 12 Hearing Date for Rates

Further FCC hearings resume Nov. 12 on proposals by American Telephone & Telegraph Co. and Western Union to increase rates on private line teleprinter service, it was announced after a pre-hearing conference Oct. 2. FCC Hearing Examiner J. D. Bond allowed NAB, which opposes the increases (now postponed to Jan. 1), to intervene in the case on a limited basis.

AMST Against 840-890 Shift

The Assn. of Maximum Service Telecasters last week filed an opposition to rulemaking requested by Lenkurt Electric Co. to reallocate 840-890 mc (uhf chs. 75-83) to fixed common carriers. MST said if the proposal is not denied, it should be deferred until conclusion of the FCC's current study of the use of 25-890 mc.

NOW . . . ANOTHER FIRST FROM WBKB, CHICAGO'S PIONEER TELEVISION STATION!

Weather By Radar

The all-seeing eye of WBKB's Radar now provides television viewers in the greater Chicago area with a fascinating picture of weather in the making. For the first time in Chicago, weather is seen, not heard!

Represented nationally by BLAIR TV

WBKB's WEATHER BY RADAR

presents an exciting, visual and completely accurate report and presentation of the weather. WBKB is now Chicago's FIRST television station to provide complete and instantaneous weather reports as observed from its own meteorological laboratory in addition to the facilities of the U.S. Weather Bureau. North, South, East and West, the probing eye of WBKB's Radar reaches out 150 nautical miles.

WARREN CULBERTSON

Nationally-recognized meteorologist, interprets WBKB's WEATHER BY RADAR findings. Since 1950, he has been chief weathercaster for station WFAA-TV in Dallas. He is a graduate of the California Institute of Technology and served as an Army Air Force meteorologist throughout World War II. Culbertson is a professional member of the American Meteorological Society.

WEATHER BY RADAR IS SEEN THREE TIMES EACH EVENING--MONDAY THROUGH FRIDAY--ON WBKB, CHANNEL 7.

These five-minute exclusive reports are telecast at 6:00 PM, 6:25 PM and 9:55 PM. WEATHER BY RADAR is formatted along with three of Chicago's top news specialists—Paul Harvey, Norman Ross and Ulmer Turner—whose nearly three-quarters of a century of news gathering experience furnish Chicago's most comprehensive interpretation of local, national and international news. Once again, with this new and fresh programming concept, WBKB has pioneered with impact in the Chicago market. Chicago's first television station has delivered another first, another exclusive! First to do a remote sports telecast, first to do a live studio program, first to present an early-morning educational series, first to telecast the dramatic U.S. Senate Rackets Committee hearings direct from the nation's capitol . . . such video presentations constitute but a mere mention of WBKB in action! Now, first with WEATHER BY RADAR, WBKB offers its viewers in the nation's second largest city, a continuation of its exciting and effective television coverage.

AMERICAN BROADCASTING COMPANY
190 North State Street, Chicago 1, Illinois

Programmed
all day long
to an adult
buying audience

WISH
Indianapolis
CBS *Represented by Bolling*

A CORINTHIAN STATION
KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

FTC ARMS FOR PHONY-PRICE WAR

The FTC has declared open war on deception in advertised prices.

Last Friday (Oct. 10), the Trade Commission released a new nine-point guide for its staff to follow in an effort to halt fictitious pricing. And, in making the guide public, the FTC served notice on one and all that "intensified enforcement has been ordered."

The crackdown will apply to all types of advertising, including radio and television. In carrying out the "get tough" policy, the FTC told its staff to consider ads in their entirety since some price claims may be "entirely misleading although every sentence separately might be literally true."

FCC Chairman John W. Gwynne said the new "teeth" would act as a long-needed spotlight on an advertising evil that has misled the public in its purchases and worked a competitive hardship on merchants who advertise honestly. "While our staff already has been hitting hard at those who lie about their bargain prices, we believe the problem is growing worse," Comr. Gwynne stated. He continued:

"Its solution calls for no less than a united effort by all groups—private, civic, state and federal—to get price advertising claims back on a truthful level. This task may be too widespread for the Federal Trade Commission alone, but its solution is not beyond the capacity of all of us whose patience has run out, including the buying public." Directed against nine major types of fictitious pricing, the guide states:

1. Sellers must not represent or imply that they are offering a reduced price unless that price applies to a specific article, not similar or comparable merchandise. Any savings claim must be based on a reduction from the "usual and customary" retail price.

2. Merchandise must not be advertised as reduced in price if the former higher price is based on an artificial markup. Also, the former price quoted must be the one that immediately preceded the sale price.

3. Comparative prices for comparable merchandise may be used only if the claim makes clear that the advertiser is talking only about comparable merchandise and not the former price of the article he is selling.

4. Special advertised sale prices must represent a bona fide reduction from the customary retail price.

5. "Two-for-one sales" claims may be made only if the price for two articles is the seller's usual retail price for one.

6. One-half, 50% or 1¢ sales must be factually true and, if conditioned upon the purchase of other merchandise, this fact must be conspicuously disclosed.

7. Articles must not be advertised at factory or wholesale prices unless they actually are being offered to the public at the same price the retailer regularly pays.

8. Merchandise should not be "preticketed" with any price figure that exceeds the usual retail price.

9. Comparative prices must not be used in the advertising of merchandise described as imperfect, irregular or seconds, unless it is prominently displayed that the higher price refers to the same merchandise in new and perfect condition.

All of the guides relate to comparative prices in the same general trade area. In sending the nine-point guide to its staff, the FTC outlined these principles to use in evaluating questionable advertising:

Advertisements must be considered in their entirety and as they would be read by those to whom they appeal; ads as a whole may be completely misleading although every sentence separately might be literally true (things may be omitted that should be said or the ads may be printed in such a way as to mislead the public); the ads are not intended to be carefully dissected with a dictionary, but rather to determine what impression would be produced on a prospective customer; whether or not the advertiser intends to mislead, the deception of customers and the diversion of trade from competitors is the same.

Also, a deliberate effort to deceive is not necessary to support a charge of using unfair methods; laws are made to protect the trusting as well as the suspicious, and pricing claims, however made, which are ambiguous should be interpreted in the light of the FTC's purpose, which is to prevent claims which have the tendency and capacity to mislead.

Harry A. Babcock, FTC executive director, said the agency's staff will follow the new rules to the fullest of its capacity. "We hope that the guides not only will serve to educate advertisers on what the law requires but also will encourage the widest cooperation on a voluntary basis," he said. "Nevertheless, we are prepared to augment our hopes by taking fast adversary action against those who think these guides don't mean what they say."

The FTC will work with Better Business Bureaus, the Advertising Federation of America and civic organizations in its new enforcement program, Comr. Gwynne said.

A House subcommittee last summer hit the Trade Commission on two separate occasions for alleged failure to police false and misleading advertisements [GOVERNMENT, Aug. 25; LEAD STORY, Aug. 18]. In neither instance, however, was the question of fictitious pricing involved.

FCC Has Doubts on Fm Sublet, Remands Grant Recommendation

May an fm licensee legally sublet his multiplex subcarrier to another? If so, can he do it for a period extending beyond the expiration date of his three-year fm license?

The FCC intends to find out and has remanded an initial decision—recommending grant of 102.7 mc in Los Angeles to Hall Broadcasting Co.—to Hearing Examiner Basil P. Cooper for a new hearing and a supplemental initial decision.

The FCC last week noted that Richard C. Simonton, who operates a wired background music service in the Los Angeles area, withdrew his competing application for 102.7 mc in an agreement with Hall whereby Mr.

Anything you can do on tape you can do better on the new Presto 800

SUDDENLY problems that have plagued recording engineers for years are *gone!* Work that usually takes costly hours can be done much more efficiently—at far less cost.

THE PRESTO 800 PROFESSIONAL is one tape recorder with *all* the answers. Its single-action individualized controls mastermind each detail – deliver a higher rate of production at significantly lower operating costs.

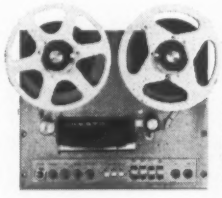
For example: Separate switches provide correct playing tape tension even when reel sizes are mixed. Three rewind speeds are push-button selected. Cue switch allows hand-winding and cueing without fighting the brakes. Pop-up playback head shield for right-hand head disappears in STOP and FAST, completely exposing all heads for easy sweep loading and fast, sure editing. Five color-coded illuminated switches provide interlocked relay control of the five basic functions. Spring-loaded playback head can be adjusted for azimuth even with snap-on head cover in place. Safe tape handling with top speed is assured because interlocked relay control prevents accidental use of record circuit.

If you've done your share of editing, one thing is clear . . . the recorder you *have* to have is the PRESTO 800 Professional. Available in console, portable and rack-mounted models, in stereo or monaural. For facts and figures, write, or wire collect to Tom Aye, Presto Recording Corp., Paramus, New Jersey.

A subsidiary of The Siegler Corporation.
Export: 25 Warren St., New York 7, N. Y.
Cable: Simontrice.

PRESTO

TURNTABLES • TAPE RECORDERS • DISC RECORDERS • DISCS • STYLI

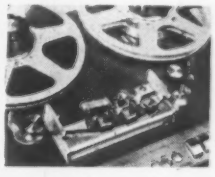


800 PROFESSIONAL EXCLUSIVE:

Edit switch allows one-hand runoff during editing and assembly of master tapes, eliminates messy tape overflow.

800 PROFESSIONAL EXCLUSIVE:

New linen-base, phenolic drum brake system features double shoes, eliminates brake maintenance headaches.



800 PROFESSIONAL EXCLUSIVE:

Four-position plug-in head assemblies offer optimum flexibility. Can be instantly interchanged without realignment.

Simonton could use a multiplex subcarrier on the fm frequency for his background music service. It was understood he wanted to switch to fm from wired service because of the expenses of the latter method in reaching various parts of that sprawling city. The examiner's decision was released April 21.

The FCC questions whether Hall's agreement with Mr. Simonton would constitute abdication by a licensee of his responsibilities and whether such an agreement can be made to extend beyond the customary three-year license period for broadcasters. The Hall-Simonton agreement was for 30 years.

A current inquiry being conducted by the FCC into possible uses of multiplexing by broadcasters for additional non-broadcast uses raises the question of whether a licensee should be allowed to lease a subcarrier to another party.

ABC Wants KOB Decision Stayed Until Final Clear Channel Action

American Broadcasting-Paramount Theatres (ABC) last week asked the FCC to set aside its Sept. 3 decision in the 17-year-old 770 kc case and place the application of KOB Albuquerque, N. M., in the pending file to await final action in the Commission's clear channel proceeding.

If this request is denied, ABC said, it asks in the alternative that the decision be modified to make it clear that conclusions are "tentative" and that the rights of ABC's WABC New York on 770 kc won't be modified "unless and until" procedures for duplication of clear channels are spelled out in the final action on clear channels.

The FCC on Sept. 3 [GOVERNMENT, Sept. 8] acted to resolve the controversy, which began in 1941, by ordering both WABC and KOB to operate on 770 kc, both with directional antennas. The Commission maintained 770 kc as a Class I frequency and approved use of 50 kw at night, directional, for KOB. The limits of the directional patterns are to be specified.

ABC said last week it feels that the FCC cannot legally duplicate 770 kc without also acting on proposed duplication of other clear channels. The FCC placed KOB on 770 kc with 50 kw day and 25 kw night in 1941 under a special service authorization and has renewed such authorizations ever since. KOB had been assigned 1030 kc with 10 kw earlier that same year. Ever since, ABC has tried to get KOB off 770 kc and has won two court appeals, the latter resulting in directionalizing of KOB at night to protect WABC. The FCC's clear channel rulemaking proposes that 770 kc be duplicated in the same way as that ordered in its Sept. 3 decision [LEAD STORY, April 21].

NEARLY SIX YEARS LATER

Chesterfields are not "milder" than other cigarettes, the FTC ruled last week, and ordered manufacturer Liggett & Myers Tobacco Co. to stop making that claim in advertisements.

The Trade Commission also ordered the firm to desist from advertising claims that Chesterfields will have "no adverse effect upon the nose, throat or accessory organs" and that Chesterfields are "soothing and relaxing." The FTC's final order closed a case dating back to January 1953.

The action went beyond recommendations made a year ago by a hearing examiner, who would have permitted Chesterfield to continue making the "milder" and "soothing and relaxing" claims. The FTC order, however, said the cigarette manufacturer could continue to claim its product left "no unpleasant aftertaste" because there was no evidence that Chesterfields, or any cigarette, is "unpleasant."

DBA Will Put Up Legal Fight Against Denial of Longer Hours

The Daytime Broadcasters Assn. announced last week it is planning "a course of legal action . . . within a few weeks" which it will take in response to the FCC's Sept. 19 order denying daytime am stations' requests for extended hours of operation [AT DEADLINE, Sept. 22].

DBA's executive officers, meeting Oct. 1-2 in Washington with their legal and engineering counsel, announced afterward that they were "amazed at the FCC's utter disregard" for the local service needs of some 900 communities served only by daytime stations. DBA said the FCC order may be a "technical" answer, but doesn't solve the needs of these communities.

The organization charged the FCC with "continuing to adhere to engineering standards set up a quarter of a century ago" when there were only 600 am stations. It noted that there are 3,300 ams, 600 fms and 600 tvs today and that public broadcast needs are "basically local."

Muzak's N.Y. Fm Fights Order Against Simplex

Muzak Corp.'s WBFM (FM) New York last week became the first fm operator to go to court over the FCC's Oct. 1 order denying requests by fm stations to continue functional music operations on a simplex basis. WBFM appealed Wednesday (Oct. 8) to the U.S. Court of Appeals for the District of Columbia and asked a preliminary injunction against compliance with the FCC order until the court decides on the appeal.

The FCC order allowed WBFM to continue simplex operation to Oct. 31.

WMIT (FM) Clingmans Peak, N. C., filed a similar action with the court Thursday. The Oct. 1 FCC order affected 15 fm stations and others are expected to appeal.

WBFM based its position on the FCC's denial without hearing of the New York fm's petition to continue simplexing and asked the court to find that the station is entitled to a full hearing before the FCC may require WBFM to convert to multiplex.

WBFM noted that the court granted a stay in the Functional Music Inc. (WFMF [FM] Chicago) case, now pending before the court in a test of the validity of the FCC's multiplex rules and the FCC's determination that functional music is not broadcasting, and thus, cannot be programmed on a broadcast frequency. The FCC also consented in court to stays in the cases of KFMU (FM) Los Angeles, WNAU-FM Annapolis, Md., and WEAW-FM Evanston, Ill., which filed a joint appeal, WBFM said. But despite this, the FCC denied both an extension of WBFM's simplex operation and a stay of the order to go on multiplex-only operations pending the outcome of the test cases in the court, the station charged.

The New York fm noted that while it derives some revenue from broadcasting, the major source comes from its background music subscription service.

WBFM pointed out that it both simplexes and multiplexes at present, but that only 105 of its background music subscribers are equipped for multiplex reception while 645 customers are still equipped on a simplex basis. (The station itself bears the expense of furnishing and installing the new multiplex receiving equipment, since it sells a service.)

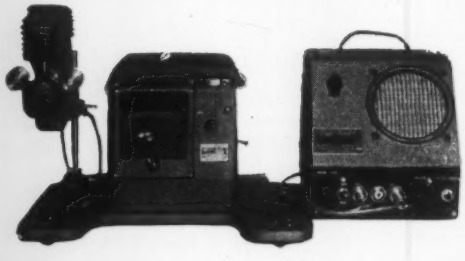
The station cited problems and expenses of conversion to multiplex and said multiplex transmission and reception equipment "has not reached the stage where they are suitable for WBFM's purposes."

Tv Test Period Extended

The FCC last week authorized television stations to continue conducting test transmissions in accordance with a public notice of April 4, 1957, for the period ending April 3, 1959. A rule making proceeding is

CAMART DUAL SOUND READER

- Edit single and double system 16mm or 35mm optical sound.
- Edit single system Magnastripe or double system magnetic sound.
- Use with any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track.
- Works from left to right, or right to left.



Model SB-111
Magnetic or Optical
Model $195.00

THE CAMERA MART, INC.
1845 Broadway New York 23, N. Y.
Plaza 7-6977

It's green.... green.... GREEN!

The "Top of the Rock", crowning Chicago's 41-story Prudential Building, is frequently the high spot in many a Windy City timebuyer's day. On a clear one, you can see into four states. Many of the more successful timebuyers, however, are seeing a great deal farther – into the northeast corner of the country. Known paradoxically as "Downeast" (but officially named Maine), this state is so great they're starting to toast it with creme de menthe.

Why? Because Maine and Money, you see, have more in common than the same initial letter. Both are beautifully green – and the green in Maine isn't all from pine trees (even though dollars *do* practically grow on trees there).

Within the confines of Maine's fast-growing market are nearly a million customers lavishly spending – at latest tally of cash register bells – over One Billion Dollars per annum.

Lots of money can also be found in Fort Knox, too. But in Maine, we're happy to report, *you can get at it!* There's a network of radio and TV stations with a wellnigh hypnotic influence upon buying habits of Maine families. No advertising medium reaches so many of them so often and so persuasively as The Hildreth Stations. Next time you find a smart timebuyer dreamily humming "The Maine Stein Song" to himself, you'll know why. He's discovered something *good!* So why shouldn't you?

The Hildreth Stations

wabi • wabi-tv • wabm • wagm • wagm-tv • wpor

BANGOR HOULTON PRESQUE ISLE PORTLAND

HORACE A. HILDRETH, PRESIDENT

LEON P. GORMAN, EXECUTIVE VICE-PRESIDENT

Represented by: GEORGE P. HOLLINGBERY—**Nationally**
KETTELL-CARTER—**in New England**

In Denver, IMPACT in programming and commercial presentation assures KOSI advertisers a "cosy lead" in Denver sales.

Every day more and more families are tuning to KOSI for music, news, and features with universal appeal. Talk to your Petry Man about the most dynamic selling force in Denver—radio station KOSI!

KOSI 5000 Watts **Denver** is KOSI–land!

Give a "whistle" for your Petry Man

WGVM–Greenville, Miss.
KOBY in San Francisco

Mid-America Broadcasting Co.

NO. 1
COLUMBUS
WBNS
AM-FM
CBS
THE BIG MIKE IN CENTRAL OHIO
WBNS Radio is first in 352 out of 360 quarter hours, Monday through Friday, 6 a.m. to midnight. (Pulse, December '57 - January '58)
Ask John Blair
wbns radio
COLUMBUS OHIO

outstanding for the purpose of adopting a standard tv station test signal. The Commission requested that stations using test signals notify it of that fact. Also, the FCC noted, "the transmission of test signals during program transmissions shall not interfere with synchronization nor significantly degrade the picture reception."

Criticisms of USIA Unleashed At House Subcommittee Hearings

A House Foreign Affairs subcommittee, reviewing the operations of the USIA, last Monday (Oct. 6) heard several attacks on the operation of the Voice Of America. Achilles Catsonis, attorney for the National Confederation of American Ethnic Groups (NCAEG), called for the establishment of a "new U. S. information program with some real talent . . . and proven ability in fighting communism successfully."

He said organizations affiliated with NCAEG have come to the conclusion that USIA-VOA is not doing the job. "And they have said so in no uncertain terms, year after year," he emphasized. "An immediate change is imperative."

Dr. Lev E. Dobriansky, chairman of the Ukrainian Congress Committee of America on VOA, said USIA's decision to eliminate certain foreign language programming and curtail others "is the product of ignorance and intellectual incompetence. . . ." Other witnesses last Monday also attacked the USIA-VOA operations.

Rep. Wayne L. Hays (D-Ohio), subcommittee chairman, ordered the hearings to investigate charges made on the House floor last August when that body was debating a $10 million appropriation for the establishment of a VOA transmitter in North Carolina [AT DEADLINE, Aug. 25]. After last Monday's session, the hearing was adjourned subject to the call of the chair.

George V. Allen, USIA director, and other agency personnel appeared before the subcommittee Sept. 22 in defense of the operations of VOA.

Ch. 10 Parma Grant Protested

Jackson Broadcasting & Tv Corp., unsuccessful applicant for ch. 10 at Parma, Mich., last week asked the FCC to stay the effective date of its grant of the channel on a share-time basis to Tv Corp. of Michigan Inc. and the State Board of Agriculture [GOVERNMENT, Sept. 8]. Jackson petitioned for a rehearing, alleging *ex parte* activities took place during the hearing and that Jackson was denied due process of law. Other unsuccessful applicants were Triad Corp. and Booth Radio & Tv Stations Inc.

AMST Objects to Ch. 9 Sites

The Assn. of Maximum Service Telecasters last week asked the FCC not to act on applications for ch. 9 at Savannah and Columbus, both Georgia, which if granted would locate the transmitter sites 173 miles apart—17 miles less than the FCC's minimum separation requirements. AMST has consistently opposed any breakdown of mileage separations. AMST said the U. of Georgia, which has applied for ch. 9 at Savannah for a noncommercial educational station, and WTVM (TV) Columbus (ch. 28), which has applied for ch. 9 at Columbus, can decide between themselves on alternate sites which will fulfill minimum space requirements. WTVM and WRBL-TV Columbus had planned to occupy a joint antenna site near Columbus.

REVISED EDITION

The FCC has announced that the Government Printing Office is planning to print and sell volumes of FCC rules and regulations by categories, including amendments. The new plan, which may require up to three years for completion, would replace the current method of selling the Commission's rules in parts dealing with services individually. The new GPO printing will be in 10 volumes, "appropriately grouped as to services," on two-column loose-leaf pages in eight point type. Amendments will be mailed to all purchasers of each basic volume. The price of each volume will depend on size, and as each becomes available it can be purchased directly from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

National Airlines Files Denial Of Violation Charge by Eastern

National Airlines, parent company of WPST-TV Miami, last week filed at the FCC a response to a petition the previous week by rival Eastern Airlines asking the FCC to revoke the license of the ch. 10 station. Eastern had charged that an agreement between National Airlines and Pan American World Airways, whereby stock would be exchanged by the two airlines to give Pan American 26% of National, violated FCC regulations because of failure to give the proper 60 days advance notice in a transfer of control.

National denied such a violation, saying the proposed agreement was filed Sept. 12 and that the National-Pan American agreement is effective Nov. 12. National said the transaction does not constitute a transfer of control because Pan American stockholders holding National stock must vote with the majority of National stockholders.

The FCC currently is holding a rehearing in the Miami ch. 10 case to determine if Richard A. Mack—since resigned—was qualified to vote in the FCC action awarding ch. 10 to Public Service Tv, a National Airlines subsidiary.

KCUL Gets 50 Kw Day

The FCC last week granted an increase in daytime power, with engineering conditions, to KCUL Fort Worth, Tex. The station currently operates on 10 kw, day; the increase would up this to 50 kw. KCUL would continue to operate on 1540 kc with 1 kw, night, directional antenna, different pattern day and night.

"... puts you at ease just thinking about it."

BILL: "Looks good, doesn't it?"

JIM: "Sure does. *Sounds* good, too."

BILL: "One of the most *feature packed* 1 KW transmitters I've ever seen."

JIM: "You must mean the inbuilt dummy antenna, complete serviceability from the front, new cooling system, new distortion low, all new functional design, plus the..."

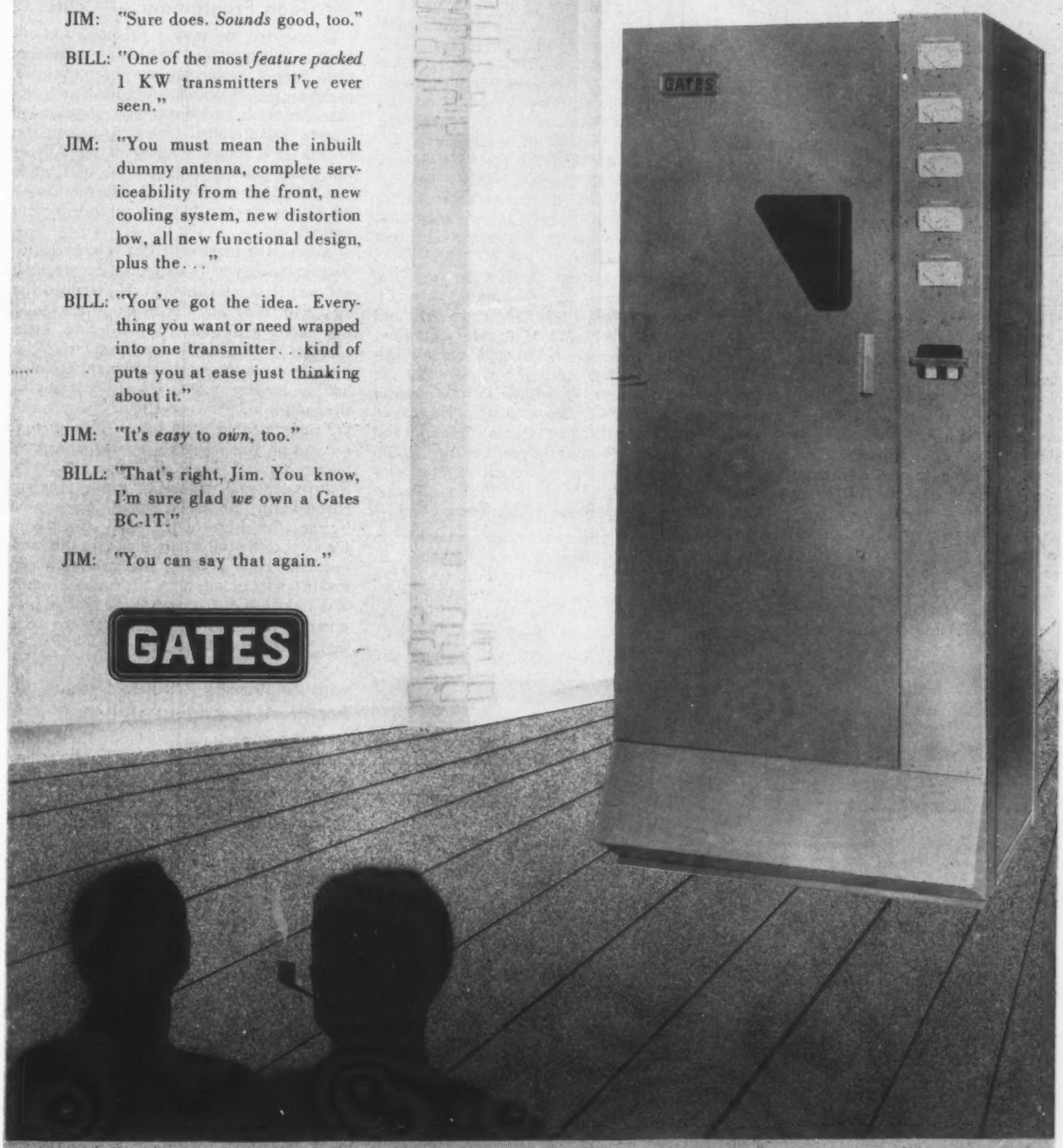
BILL: "You've got the idea. Everything you want or need wrapped into one transmitter...kind of puts you at ease just thinking about it."

JIM: "It's *easy* to *own*, too."

BILL: "That's right, Jim. You know, I'm sure glad *we* own a Gates BC-1T."

JIM: "You can say that again."

GATES



HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY — QUINCY, ILLINOIS

Subsidiary of Harris-Intertype Corporation

VIDEOTAPE GETTING RECORD RUN ON ABC-TV OPERATION DAYBREAK

- **Total 5½ hours of programming being put on tape**
- **Clock time of shows to be uniform through country**

What appears to be by all odds the heaviest videotape operation in network television goes into effect today (Oct. 13) at ABC-TV.

All of ABC-TV's new Operation Daybreak programming—the project to get the network into daytime tv at one swoop, which starts today—will be taped for delayed transmission in order to deliver each show for broadcast at the same clock times throughout the U. S.

In all, 3½ hours of new programming plus 2 hours of existing daytime shows will be put on tape each day, Monday through Friday.

Frank Marx, engineering vice president, spelled out details for BROADCASTING last week.

The programs will originate in New York and with three exceptions will be transmitted live to stations in the Eastern time zone. But they will be taped in Chicago and Hollywood for delayed broadcast so that they will be seen at the same clock hours in those time zones as in the East.

One exception to the clock-time policy is the Mountain time zone, which will take the Central zone feed from Chicago. Mr. Marx said several reasons contributed to the decision not to make a special Mountain zone feed. Among them: shortage of AT&T circuits, small number of stations involved, and research indicating that in this area audiences might be better at the new hours.

Two programs from Hollywood will be taped there and the tapes then will be flown to New York—at a great saving as compared to line charges—to be put on the network. These programs—*Liberace Show* and *Day in Court*—will be fed on the regular delayed basis from Chicago and Los Angeles to the Midwest and West.

Who Do You Trust?, which originates in New York, also will be taped for the Eastern as well as the other zones. This, Mr. Marx explained, is being done to overcome facilities problems involved in live production of the show.

Similarly, facilities problems are overcome by taping *Liberace Show* in Hollywood. A considerable cost saving will be effected, because it will be possible to tape shows for a full week in 2½ or 3 rather than 5 days.

Mr. Marx pointed out that in addition to using tape for clock-time repeats of daytime shows, ABC-TV is using VTR substantially in the public service area, since —for example—it enables the network to get important people as guests at times that are more convenient than the actual broadcast times. Along with the other networks, ABC-TV also is using tape extensively in overcoming the vast time-differential problems that always exist during Daylight Saving Time months.

ABC-TV also is using VTR at night for some commercials and also for inserts in live programming *(Naked City)*.

The only ABC-TV daytime programming from Monday through Friday which will not be taped is *Mickey Mouse Club* and *Walt Disney's Adventure Time*, which alternate in the 5:30-6 p.m. spot, and *Tales of the Texas Rangers*, which occupies the 5-5:30 p.m. portion of *American Bandstand* on Thursday. These three are on film.

For its VTR activities ABC has 18 Ampex machines, divided equally among New York, Chicago and Los Angeles, and is adding two others in Chicago and two in Los Angeles.

The new daytime lineup, the first 3½ hours of it being launched today:

Day in Court, 11-11:30 a.m.; *Peter Lind Hayes Show*, 11:30-12:30; *Mother's Day*, 12:30-1; *Liberace*, 1-1:30; *Chance for Romance*, 2-2:30; *Beat the Clock*, 3-3:30; *Who Do You Trust?*, 3:30-4; *American Bandstand*, 4-5:30 (except Thursdays, when *Texas Rangers* takes 5-5:30), and *Mouse* and *Disney's Adventure Time*, 5:30-6 p.m.

Marx, Guy Plan VOA Tour

Frank Marx, ABC vice president in charge of engineering, and Raymond F. Guy, NBC senior staff engineer, are slated to leave Oct. 18 for an around-the-world trip to inspect Voice of America facilities. The tour was authorized by the U.S. Information Agency and an industry advisory group of which Messrs. Marx and Guy are members. Among their assignments: to see to what extent Voice facilities are able to meet the Communist propaganda barrage. Points to be visited include England, Tangiers, Greece, Germany, Ceylon, the Philippines and Hawaii. The trip is expected to take six weeks.

FIRMING UP the Channel 10 Tv Corp. of Michigan Inc. affiliation with NBC-TV are (l to r) John Pomeroy, president, Channel 10; Harry Bannister, station relations vice president, NBC, and Edward E. Wilson, vice president, Channel 10. The NBC-TV affiliation is effective when the Parma-Onondaga station goes on the air. Its target date is next Jan. 1.

Audience Opinions Essential For Good Programming—Coyle

In order to maintain a balanced and effective programming schedule, television must keep "a close tab on the audience's many facets, its opinions, its likes and dislikes, its needs and directions," Donald W. Coyle, vice president and general manager of ABC-TV, told a seminar of the Advertising and Sales Executive Club of Kansas City last Thursday (Oct. 9). He substituted for Oliver Treyz, ABC-TV president who was ill.

Among the means used to achieve better communication with the audience are mail and audience measurement. He credited the mail with providing "invaluable hints as to the trends and turns of the future," and added: "Ratings are guides, not gods . . . in many cases the rating a program achieves has an iceberg quality. Ninety percent of the truth is hidden and we must dive beneath the surface for the full story. And different services provide insight into different aspects of a program."

An additional method of rating program effectiveness, Mr. Coyle noted, is one used by the advertiser—at the retail level where the sales of a product are made. In this connection, he pointed out that television can create "tremendous appeal" for a product and imaginative merchandising of the program at the local level can prove to be a highly effective sales aid.

Mutual Praises Affiliate Group For Work in Adding Stations

MBS last week paid tribute to the Mutual Affiliates Advisory Committee for the selling job it is performing to independent stations on the desirability of network affiliation with MBS. The reason: in six months, the committee's sales campaign has increased the number of affiliates by 53—from 395 to 448.

The committee has used several sales techniques. One is scheduling MBS station meetings during regional sessions of the NAB so that new affiliates may become acquainted with Mutual operation from a network representative and veteran MBS affiliates. Another sales approach devised by Charles Godwin, Mutual vice president for stations, is to invite non-Mutual stations to attend the meetings.

Mr. Godwin reported that five stations will join the Mutual roster this week, raising the total of 453. New affiliates are WHSM Hayward, Wis.; WJMC Rice Lake, Wis.; WGNS Murfreesboro, Tenn.; KFRM Concordia, Kan. and KMAP Bakersfield, Calif.

Mr. Godwin and Victor C. Diehm, chairman of the MAAC and president of WAZL Hazleton, Pa., are continuing their sales efforts at the NAB regional meetings in Milwaukee, Minneapolis and Washington.

SHOW COSTS CBS A USSR BUREAU

The CBS programming department last week got the CBS news department in dutch with the Kremlin.

The result was that the USSR booted Paul Niven, CBS News Moscow bureau chief out of Russia and ordered him to close down the bureau there.

The reason: the *Playhouse 90* production of "The Plot to Kill Stalin," presented on CBS-TV Sept. 25.

Mr. Niven was called to the press department of the Foreign Ministry on Oct. 8 and told that the CBS News bureau must be closed because CBS had prepared and broadcast in the United States "a number of anti-Soviet radio and tv programs," particularly the Sept. 25 play.

The Moscow action came two days after Soviet Ambassador to the United States, Mikhail A. Menshikov, lodged a protest with the U. S. State Dept. against the broadcast. He was told that the U. S. government could take no action against a private company, nor had it any power to censor a broadcast.

Sig Mickelson, CBS vice president and manager of the CBS News Div., termed the Soviet action a violation of the "principles of mutual understanding."

He issued an official statement which said as follows:

"CBS News regrets the action taken by the Soviet Union today in expelling Paul Niven and blacking out on-the-spot CBS News coverage of the USSR. We believe the Soviet action is inconsistent with Russia's often-expressed support for greater mutual understanding. It is obvious there can be no mutual understanding without a free and full flow of information. Coverage from the Soviet Union has been limited at best because of severe censorship, restrictions on freedom of movement, and limited access to government officials. With this latest step, however, the USSR has violated once again the principles of mutual understanding."

John F. Day, CBS News director of public affairs, declared:

"We of the news division are being punished over something we had nothing to do with, over something we had no control over—namely a production of the CBS programming department."

Lincoln White, State Dept. press officer, accused Russia of a form of intimidation. "This comes on the heels of the expulsion of Roy Essoyan of AP," Mr. White said. Mr. Essoyan, Moscow AP correspondent, was ordered to leave the USSR Sept. 20.

The USSR order to close the CBS bureau was the first in recent years. The bureau was established in September 1955 by Daniel Schorr, who returned the end of each year to participate in the CBS *Years of Crisis* radio and tv roundups. Last December he returned as usual and then went on an extended lecture tour with plans to return to Moscow April 1. Mr. Niven was sent out to man the bureau during Mr. Schorr's absence in the U. S. Between April and July, Mr. Schorr and CBS attempted to secure a visa, but received a final "nyet" from the Soviets in July. Mr. Schorr was put on the Washington and UN beats, and Mr. Niven was told to stay on in Moscow.

CBS had a Moscow office up to 1947, manned by Richard C. Hottelet. After the cold war began in that year, American broadcast correspondents were harassed and finally denied radio facilities.

Still open and operating in Moscow is the NBC bureau, headed by Irving R. Levine.

William R. McAndrew, vice president, NBC News, said last Wednesday, "NBC News joins the Columbia Broadcasting System in urging the State Department to protest the closing of CBS' News bureau in Moscow."

"The Plot to Kill Stalin" was written by David Karp, and produced by Fred Coe. Its theme was that the present rulers of Russia conspired to prevent medical assistance from being given to the Soviet dictator when he was near death. It was triple-sponsored by the American Gas Assn., All-State Insurance Co. and Kimberly Clark.

Meanwhile, NBC last week reported that its Far Eastern correspondent James Robinson has been readmitted to Formosa following a tiff with the Nationalist Chinese government over his story that Generalissimo Chiang Kai-shek had declined to answer 8 of 15 questions submitted in advance [NETWORKS, Sept. 21].

KMJ-TV

Leads in Fresno

KMJ-TV in the Billion-Dollar Valley of the Bees

Leads in news — coordinates with McClatchy newspapers for complete, up-to-the-minute coverage. Sound and silent film cameras give 24-hour coverage of local events. Has No. 1 rated news program.*

*ARB May '58

KMJ-TV • FRESNO, CALIFORNIA • McCLATCHY BROADCASTING COMPANY • The Katz Agency, National Representative

SEEING RED

Soviet observers smarting over the CBS-TV *Playhouse 90* presentation on the death of Stalin will have an opportunity to study the network's two-part series on Russian propaganda methods and "their disturbing effects around the globe." The series, *The Red Sell,* will be presented at 6:30-7 p.m. on Oct. 26 and Nov. 2, as part of *The Twentieth Century* program sponsored by Prudential Insurance Co. of America. The *Sell* programs, under the supervision of the CBS news-public affairs operation, had been planned and prepared well in advance of the latest incident of Russia tossing CBS News out of Moscow. CBS said last week this incident would have no effect on the series' content or presentation.

U. S. Networks Ogle Canada Live Tv Shows

The Canadian-produced one-hour live drama series *Encounter* didn't break the rating barrier with its initial production of "Breakthrough" on ABC-TV Oct. 5. But it has stirred interest as a vehicle of cultural exchange and has awakened Madison Avenue to the fact live drama of approved quality can be produced just a tv network flip-of-the-switch north of the border for a fraction of the U. S. production cost (see IN REVIEW, page 18).

Of equal importance is the fact the Canadian Broadcasting Corp. is under mandate to recoup part of its operating losses by exporting more of the one product which it does well: live programming, especially drama [CLOSED CIRCUIT, Oct. 6]. CBC has approached all three U. S. networks with properties and says more than ABC-TV are interested in the vehicles being offered to get it started in the export business. In all cases to date, the properties being offered currently are regular sponsored series on CBC's tv network, but CBC isn't overlooking the new program market.

Aside from the possibility of simultaneous exposure of the program both in Canada and the U. S. sponsored by a major advertiser having markets in both countries, there is the obvious willingness on the part of CBC to allow the program to have any manner of sponsorship in the U. S., including local co-op, which ABC-TV is doing with *Encounter* pending potential national sponsorship. The Sunday 9:30-10:30 p.m. show on ABC-TV is running for a four-week trial on that network. ABC-TV last week noted initial exposures usually are low rated and *Encounter* had stiff premiere competition from CBS-TV and NBC-TV, too. It's position on picking up its option to extend the series is "one of waiting" to see how it fares. The show in Canada is known as *General Motors Theatre,* sponsored by General Motors Ltd. through MacLaren Adv., Toronto.

CBC's Toronto technical facilities are of the most modern for live tv production and the government policy of encouraging the dramatic arts through subsidy of live production via CBC has resulted in the gathering there of a considerable pool of live talent.

Total production and talent cost for the one-hour "Breakthrough" performance Oct. 5 came to only $35,000, a figure which U. S. producers find hard to believe, but which is possible by Toronto craft and talent scales. One technical development in CBC's favor for export is the video tape recorder, which would permit any delayed broadcast of a Canadian production demanded by the scheduling in the U. S.

The other series CBC is attempting to market in the U. S., with their current Canadian tv sponsors and agencies, include: *Hit Parade,* Philips Electric through Erwin, Wasey & Co. Ltd.; *Front Page Challenge* (quiz), Lever Bros. through Young & Rubicam, Toronto; *Showtime* (variety), General Electric Co. through MacLaren Adv., and *Unforeseen* (mystery anthology), Lever Bros. through MacLaren and General Foods through Baker Adv.

Sen. Hubert H. Humphrey (D-Minn.) last week congratulated ABC-TV for its pioneer Canadian series, in a letter to Thomas Moore, ABC-TV vice president in charge of programming and talent. Mr. Humphrey is a member of the Senate Foreign Relations Committee.

WESTERN BROADCASTERS:
Northern California, Nevada, Oregon, Washington, Montana, Idaho, Wyoming, Colorado, New Mexico, Utah, Alaska.

BACKGROUND MUSIC FRANCHISE

R. F. Jones Co., exclusive distributors for Seeburg Music Systems in the above areas, has highly profitable franchise for the leasing, sales and servicing of Seeburg High Fidelity Background Music to banks, stores, restaurants, and industry. Your present sales and engineering force could easily handle. One of the most respected and exciting music systems in the world. Please mention the size of your sales force in your first letter. Investigate us through your bank or D & B. Write to

R. F. JONES CO.
(Background Music Division)
240 Shotwell St. San Francisco 10, Calif. TWX SF 1167
San Francisco • Portland • Seattle • Alaska • Salt Lake • Denver

BBC Cold But Tolerant Toward American Import

The British Broadcasting Corp. politely said last week it is not happy about the 10% share of evening program time devoted to American tv films and movies, but has no choice since its own market place is virtually bare of tv film.

The BBC annual report concisely observed: "the corporation regards as unsatisfactory this position of dependence on the American product and is therefore doing all that it can to stimulate production of British films for television." BBC said it hoped that during the next year "substantial advances will be made which will increase the flow of British material not only on to television screens in this country but also overseas in the form of exports."

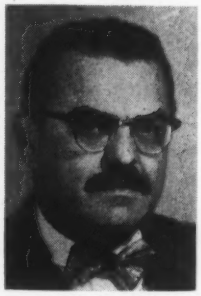
The report said that among the U. S. programs it airs are "top star shows with Perry Como, Jack Benny and Phil Silvers, some of the better 'westerns' and others. These are well-made and entertaining programmes and they are generally liked by viewers."

BBC reported its main network of tv stations is now completed and it is going ahead with low power 1 to 5 watt repeaters to fill in the blind spots. It is estimated "some 98% of the population of the United Kingdom was within range of BBC transmitters. In no other country in the world—not even the USA—has such a high population coverage of television been achieved." By early 1958, the report said, there were tv sets in the homes of 60% of the population compared to 51% a year previous.

The adult tv public rose to 22.5 million this year, of which 13.5 million could receive both BBC and independent television authority and 9 million could receive BBC only and not ITA. In its section on audience research, BBC said that among those able to receive both BBC and ITA, time devoted to each fluctuated during the year from 28% BBC and 72% ITA to 38% BBC and 62% ITA.

Commercial Tv Starts in Iran; A. Vance Hallack is Station Mgr.

Commercial television, U. S.-style, is under way in the Middle East.


MR. HALLACK

Television of Iran, owned and operated by a local wholesale distributor for U. S. manufacturers, was dedicated in Tehran Oct. 3 by his majesty, the Shah-in-Shah of Persia. The station owner is Habib Sabet, who also maintains American offices at Rockefeller Center in New York City.

Station manager of TVI is A. Vance Hallack, at onetime in charge of programming and production development in color tv for RCA and NBC in both New York and Washington, more recently technical assist-

the all new—632 pages

BROADCASTING YEARBOOK

"One-book library of television and radio information"

46 separate directories indexing the world of broadcasting

Designed to meet your specialized needs, the all-new BROADCASTING Yearbook is the largest and most complete encyclopedia-type book ever published for the business of broadcasting. The information in this book is massive (more than half a million words), and it is organized for speedy reference.

It's a desk-top book. You'll use it constantly throughout the year for facts and figures, names and addresses—for data available in no other single source.

Compiled, edited and written by the same staff that produces BROADCASTING — The Businessweekly of Television and Radio. Serving the business side of broadcasting for more than 27 years.

To give you an idea of the sweep and depth of this source-work, the six main sections and subheads are:

The facilities of radio and television

- TV Station Call Letters
- TV Station Directory
- Experimental TV Stations
- UHF Translator TV Stations
- TV Stations Grouped by Channels
- TV Stations Equipped for Videotape
- History of All TV Station Sales
- AM Station Call Letters
- FM Station Call Letters
- Radio Station Directory
- U.S. Stations Beaming Overseas
- AM Stations Grouped by Frequencies
- Group Ownership of Broadcast Stations
- Newspaper Ownership of Stations
- Radio-TV Station Representatives
- TV Network Interconnection Map
- National Radio and TV Networks and Rates
- Regional Radio Networks
- Regional TV Networks
- Canadian Broadcasting Corp. Executives, Staff
- Canadian TV Call Letters
- Canadian TV Station Directory
- Canadian AM Call Letters
- Canadian Radio Station Directory
- Canadian AM Stations by Frequencies
- Mexican-Caribbean Radio Stations

Regulation, imposed and voluntary

- How to Apply for a Broadcasting Station
- TV Code of the N.A.B.
- Radio Code of the N.A.B.
- F.C.C. Rules Regulating Radio and Television
- F.C.C. Commissioners, Executives and Staff

Suppliers and services

- Equipment Manufacturers
- Equipment for Rent
- Communications Attorneys
- Consulting Engineers
- Station Brokers
- TV Program Services
- Radio Program Services
- Radio-TV News Services
- Talent Agents
- Research Services
- Public Relations Services
- Music Licensing Groups
- Top 50 Advertising Agencies
- Agency Directory
- Management Consultants
- Unions, Labor Groups
- Communications Carriers
- Closed Circuit TV Operators
- Subscription TV Interests
- Community Antenna Systems
- Radio-TV Schools
- Government Agencies

Trade associations, professional groups

- The National Assn. of Broadcasters
- State Associations of Broadcasters
- The Radio Advertising Bureau (RAB)
- The Television Bureau of Advertising (TVB)
- The Radio-TV Galleries of Congress
- Other Associations of Broadcasters
- Associations, Societies in Other Fields

Facts, figures, history of broadcasting

- The ABC's of Radio and Television
- How Stations Have Multiplied Year by Year
- Size and Nature of Radio-TV Audiences
- Radio, TV Receiver Production Volume
- TV Time Sales, Network, Spot, Local
- TV Time Sales in Individual Markets
- Radio Time Sales, Network, Spot, Local
- Radio Time Sales in Individual Markets
- The Radio and Television Payroll
- Extent of Editorializing on the Air
- Foreign Language Programming
- Negro Programming
- Stereophonic Broadcasting, Multiplexing
- Film-Line Ratio on TV
- Bibliography of Reference Books
- Selected Articles of Basic Interest

Market Facts for all U. S. Counties

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 ($000)	Food Sales 1957 ($000)	Drug Sales 1957 ($000)	Passenger Cars 1957
AUTAUGA	4,100	50%	2,050	95.4%	3,900	6,581	1,916	226	4,043
BALDWIN	11,900	77	9,170	86.2	11,300	20,695	5,987	1,181	10,317
			5,060				4,058		

ALL NEW...AUTHORITATIVE...MORE COMPLETE THAN EVER

ORDER TODAY! BROADCASTING PUBLICATIONS INC. • WASHINGTON 6, D. C.

632 pages, 3½ lbs.
$4.00 each
LIMITED EDITION

- ☐ New Yearbook and the next 52 issues of BROADCASTING Businessweekly — $11.00
- ☐ 52 issues of BROADCASTING Businessweekly — $7.00
- ☐ New Yearbook only — $4.00

name

company name

address

city zone

NOTE: Your subscription will be extended four issues provided payment is received with the order. Glad to pass the bookkeeping savings along to you.

THE POPE OF THE RADIO-TV AGE

Pope Pius XII was the first pontiff to realize the power of broadcast media and to utilize their facilities.

As radio and tv paid respect to the head of the Catholic Church following his death last Wednesday, broadcasters recalled his historic encyclical of September 1957, in which he called for worldwide scrutiny of decency standards [NETWORKS, Sept. 16, 1957].

In the 1957 encyclical, titled *Miranda Prorsus* (Latin for "The Remarkable Inventions") the Pope ordered creation of national offices in all countries where they did not exist. These offices were to use "positive action and authority" to combat undesirable films and radio-tv programs "so that by means of this difficult and extensive province of the arts, Christian ideas may be ever more widely spread."

Pius XII took a major step with a 1936 encyclical on motion pictures. This document led to formation of the Legion of Decency in the U. S. and similar organizations throughout the world.

In 1948 His Holiness formed the Pontifical Commission for Didactic & Religious Motion Pictures, a coordinating group in Rome that passed judgment on public spectacles. In 1954 its activities were extended to radio and tv under the name of the Pontifical Commission for Motion Pictures, Radio & Television. An executive committee, augmented by advisors, is credited with establishment of control organizations in many countries.

The 1957 encyclical, the first to deal specifically with radio and tv, was described as having collected into a single document the Catholic Church's views on moral and religious problems connected with radio, tv and motion pictures.

It is "excellent" for Catholics to take advantage of "this privilege of our century," the encyclical stated, but it warned that listeners must not only make a wise choice of programs but also find suitable ways to express their approval, encouragement and objections in a way helpful to the media in performing educational duties. Broadcasting of more religious programs was suggested. The Pope described tv as "an important milestone in the history of humanity."

Papal History was made minutes after Pius XII died when television was admitted to his bedroom. UPI tv cameraman Vittorio Della Valle, working under a pool agreement, was admitted to the Papal Palace to take films in the interior of the summer palace as well as the bedroom. A UPI dispatch said, "The curtain of secrecy which has veiled such momentous occasions in the past 2,000 years of the Catholic Church's history was torn away by the medium of television which the Pope appreciated and used during his latter years." The picture above is a frame from the UPI film. Flown to New York, it was radioed to Washington by UPI especially for BROADCASTING.

Pius XII granted an extraordinary audience to a U. S. Broadcast Mission to Europe Sept. 5, 1945 [BROADCASTING, Sept. 10, 1945]. The mission, composed of a score of broadcasting leaders, toured principal countries of Europe, inspecting broadcasting facilities.

The Pope addressed the mission in English.

"Like every human invention," His Holiness told the mission, "the radio can be used as an instrument of evil as well as good. It has been used, it is used, to disseminate calumnies, to mislead simple, uninformed folk, to disrupt peace with nations and between nations.

"This is an abuse of a gift of God, and it is for the responsible directors, as far as possible, to check and eliminate it.

"Let the good accomplished by the radio always outrun the evil, until the evil becomes weary and falls by the wayside. Is that too much to hope for? Certainly it is a noble goal, worthy of men's best efforts, and it is our fervent prayer."

He voiced gratitude to American radio for spreading the gospel of good and placed on radio great responsibility for reuniting the world into a community of peaceful nations.

ance representative of the U. S. government. Mr. Hallack earlier organized and managed Television of Baghdad, being on loan to the government of Iraq by the U. S. Prior to that he conducted tv demonstrations in the far east at Djakarta, Indonesia, and New Delhi, India.

TVI is operating with commercial programs initially for four hours a night, seven nights weekly. Using RCA equipment on ch. 3 with effective radiated power of 4 kw, TVI uses U. S. technical standards, which RCA now prefers to describe as "International Standards" since so many countries are using them. The station employs 60 Iranians. It has two studios, plus a mobile unit. There presently are an estimated 1,500 tv sets installed in Iran with 25,000 sets expected to be sold during the first year's operation. Mr. Sabet is RCA's distributor in Iran.

August Sales of Tv Receivers Just Below 1958 Canada Record

The second highest month for television set sales this year was recorded in August when 33,423 tv sets were sold in Canada, according to the Electronic Industries Assn. of Canada, Toronto. In January tv set sales totaled 33,735 units. Total sales in the first eight months of this year were 225,307 units as compared with 233,238 in the same period last year.

Ontario accounted for 85,620 tv sets of total sales in the first eight months of this year, Quebec for 57,310 sets, British Columbia 18,387, Alberta 18,245, and the other six provinces smaller numbers of tv sets.

Radio receiver sales in August dropped to 43,534 for all Canada as compared with 46,640 in July. Total radio set sales in the January-August period were 313,490 compared with 333,960 last year in same period. Ontario accounted for 137,568 radio sets, Quebec 80,625, British Columbia 21,886, and Alberta 21,210 sets, with the balance in the rest of Canada.

August Set Output Up But Year's Total Lags

Production of radio and tv receivers increased seasonally in August but factory totals are running behind 1957, according to Electronic Industries Assn. Radio and tv set sales by retail stores also rose seasonally but are behind last year.

Factory output included 507,526 tv sets in August compared to 274,999 in July and 673,734 in August 1957. Cumulative 1958 output was 2,950,455 tv sets compared to 3,756,533 in the same eight months of 1957. August tv output included 38,166 sets with uhf tuners compared to 88,615 in August 1957. Uhf production totaled 271,097 sets in the first eight months of 1958 compared to 498,865 in the 1957 period.

Radio set production totaled 1,028,852 sets in August, including 242,915 auto models. This compares with 621,541 sets (186,379 auto models) in July and 965,724 sets (301,971 auto models) in August 1957. Eight-month radio output totaled 6,611,686 sets (1,893,813 auto models) compared to 8,765,606 sets (3,392,926 auto models) in the like 1957 period. Output of fm models totaled 21,335 sets in August compared to 11,816 in July. Cumulative fm figures are not available, EIA having resumed publication of this data only recently.

Retail sales of tv sets totaled 405,790 in August, 279,010 in July and 2,862,452 for the first eight months of 1958. Sales totaled 510,097 in August 1957 and 3,756,834 in the eight months of 1957.

Retail sales of radios totaled 658,247 in August, 488,495 in July and 4,111,080 for the first eight months of 1958. Radio sales totaled 710,553 in August 1957 and 4,947,006 in the eight months of last year. Retail radio figures do not include auto models.

Following are radio and tv factory production figures for 1958:

	Television	Auto Radio	Total Radio
January	433,983	349,679	1,026,527
February	370,413	268,445	876,891
March	416,903	234,911	931,341
April	302,559	190,435	697,307
May	266,982	185,616	654,803
June	377,090	235,433	774,424
July	274,999	186,379	621,541
August	507,526	242,915	1,028,852
TOTAL	2,950,455	1,893,813	6,611,686

CBS Labs' Million-Dollar Home Officially Opened in Stamford

CBS Labs' new million-dollar research center was dedicated formally last Tuesday (Oct. 7) in Stamford, Conn. The center, on the crest of a 23-acre wooded hill on High Ridge Rd., is a glass-enclosed aluminum and steel structure with extensive facilities for research and development. Ground was broken for the building in November 1957 [MANUFACTURING, Oct. 6].

Once housed in the CBS building at 485 Madison Ave. in New York City, the center serves both as administrative and scientific headquarters for CBS Labs, a division of CBS Inc.

Roy W. Johnson, director of the Defense Dept.'s Advanced Research Projects Agency, spoke at dedication ceremonies which included guided tours of the facility and was attended by Connecticut Gov. Abraham

Dary . . .
Shnary . . .

WHO CARES!

So I twist a little knob, and so I switch off the Dave Dary News. And for that I get walloped? What's so hot about Dary!

Fact is, Dave Dary's pretty hot. He's precisely what news-minded sponsors search for.

Every newscast sparkles with direct, exclusive telephone reports from the scenes of big events . . . and with the choicest from KWFT's unequalled news resources: UPI Texas Wire, AP Texas Wire, UPI Oklahoma Wire, CBS News, and over 50 correspondents.

Listeners hereabout . . . grown weary of *rip-and-read news*, and of *newsliner hysteria* . . . are outspokenly grateful for Dave Dary's fresh, magnetic news presentation.

A lovely setup for sponsor commercials.

NCS #2 COVERAGE: 77 counties; 340,080 radio homes; 108,300 weekly circulation; 72,630 daily circulation. Plus bonus coverage of KWFT's 250-mile half-millivolt radius. Your best buy in the Rich Southwest.

CALL YOUR H-R MAN!

Radio Station

BEN LUDY
Pres. and
Gen. Mgr.

KWFT
The Voice of the Rich Southwest

5 KW
at 620
Day and
Night

WICHITA FALLS, TEXAS

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY
CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*

WTHI-TV
TERRE HAUTE
INDIANA

Channel 10

*Basis: 1958 Fall Schedule

Bolling Co., New York · Chicago
Dallas · Los Angeles
San Francisco · Boston

58-C

YOUR NEW CBS BASIC is

The SELLibrated (and only full powered) station in the
GOLDEN VALLEY
(Central Ohio)

WHTN TV

CHANNEL 13
Huntington-Charleston, W. Va.
serving 4 states and 5 prime cities

A COWLES OPERATION
Get the dollars and cents story from Edward Petry Co., Inc.

RESEARCH *can now proceed at CBS Labs' new Stamford, Conn., glass-enclosed aluminum and steel center. Principal speaker at the Oct. 7 dedication was Roy W. Johnson (center), director of the Defense Dept.'s Advanced Research Projects Agency. Dr. Peter C. Goldmark, CBS Labs president (left), and CBS President Frank Stanton (right), were also on hand.*

Ribicoff, Stamford Mayor Webster C. Givens, military and business leaders.

Mr. Johnson used the ceremonies to explain the vision of the space age and to discuss important areas of defense research, citing the new research center as a contribution to U. S. scientific progress.

RCA Signs With Dow Jones Co. To Handle Typesetter Marketing

RCA and the *Wall Street Journal* announced last week an agreement under which RCA will produce and market an electronic typesetting machine developed by Dow Jones & Co. and capable of preparing metal type more than three times as fast as conventional methods. The agreement was jointly announced by John L. Burns, president of RCA, and Bernard Kilgore, president of Dow Jones, publisher of *The Wall Street Journal*.

The agreement includes not only the electro-typesetter but also tape editing and collation apparatus, and a strip labeler for addressing newspapers, periodicals and other printed matter.

At the same time, Mr. Burns announced that RCA has formed a new automation productions department under the direction of D. A. Thomas. Mr. Thomas reports to Theodore A. Smith, executive vice president, RCA industrial electronic products. The department will have within its sphere the newspaper automation equipment.

Lineup for Ampex' VTR Showing

Ampex Corp. is demonstrating its VR-100 videotape recorder and new automatic splicer at WLWT (TV) Cincinnati today and tomorrow (Oct. 13, 14). Other engagements for the "Road Show" series: Oct. 17, 18, WTMJ-TV Milwaukee; Oct. 20, 21, Chase Hotel, N. Kingshighway, St. Louis; Oct. 23, 24, WDAF-TV Kansas City; Nov. 3, 4, CBC Toronto, Ontario; Nov. 10, The Homestead (Assn. of National Advertisers' convention), Hot Springs, Va.

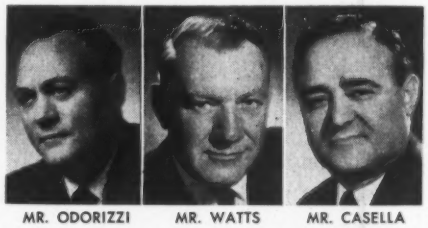
Odorizzi, Watts, Casella in RCA Shifts

Charles M. Odorizzi, RCA executive vice president, sales and services, has been named group executive vice president, consumer products and services, RCA President John L. Burns announced last week. He will retain overall supervision of RCA Institutes Inc., RCA Victor Distributing Corp., and RCA Victor Co. Ltd., Canada.

In addition, W. Walter Watts, group executive vice president, will have added to his responsibilities the RCA international division, formerly under Mr. Odorizzi. Mr. Watts continues to head the electron tube and semiconductor-materials divisions.

P. J. Casella, named executive vice president, consumer products, will have responsibility for the activities of RCA Victor television division, RCA Victor radio and "Victrola" division and RCA Victor record division. He will continue as president of RCA Victor Co., Ltd., Canada.

Also announced by Mr. Burns were the appointments of Robert A. Seidel, executive vice president, to assistant to the president of RCA; and Martin F. Bennett, formerly



MR. ODORIZZI MR. WATTS MR. CASELLA

vice president, merchandising, to vice president, distribution, reporting to Mr. Odorizzi. All assignments are effective immediately.

Mr. Odorizzi joined RCA in 1949 after 12 years with Montgomery Ward & Co., where he was vice president and general manager of the mail order division. While at RCA, he has been vice president in charge of the former Victor division, operating vice president for that division, executive vice president, corporate staff and a member of the RCA board of directors.

Mr. Watts came to RCA in 1945 and was elected a vice president in 1946 and executive vice president, electronic products, in 1954. In 1955 he became executive vice president, electronic components. Mr. Casella's past experience includes managing director of RCA's Italian subsidiary.

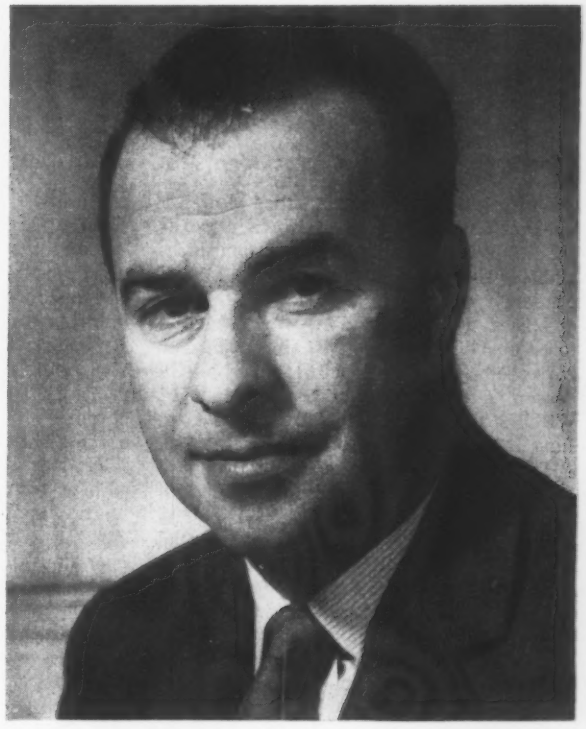
Underwater Unit in Production

Underwater tv camera housing is being produced by Sampson-Hall (design engineer Herb Sampson and actor Jon Hall) of Costa Mesa, Calif. The unit, which has been turned over to the U.S. Navy for testing, can be operated at a depth of more than 1,000 feet by a diver or remote control. Sampson-Hall also manufactures underwater housings for movie cameras.

KELLY IS COMING

"Ad Age gets read right now!"

says **LES MULLINS**
Advertising Manager
Burgermeister Brewing Corp.



"The informative news reporting and the analysis of controversial subjects by Advertising Age furnish me a generous stimulant for thought. That's why so many Advertising Age items get clipped in my office, are circulated through our organization, and then filed for future reference."

Whether it's for the news, analyses, ideas or reports on current trends in advertising and marketing—Ad Age gets read every week by most of the important people who are important to you. It gets read—and "right now"—by those who *influence* as well as those who *activate* broadcast advertising and marketing decisions.

Burgermeister Brewing, for example, relies heavily on television and radio advertising. Its expenditures for spot tv alone topped $1,421,000 in 1957, and $801,000 for the first half of 1958.*

Every week, Ad Age gets read, clipped and circulated to marketing-interested executives at Burgermeister. Further, *392 paid-subscription copies* blanket the agency handling this important beer account—BBD&O.

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching almost 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

* *Television Bureau of Advertising.*

LES MULLINS

Selected advertising manager for Burgermeister Brewing Corporation in July, 1953, Mr. Mullins had his preparatory experience on the ground level in advertising and merchandising. A native San Franciscan, he attended the University of San Francisco and, in 1949, joined Burgermeister where he initiated a point-of-sale-merchandising crew system which was later emulated by many competitors.

In 1952, Mr. Mullins was named assistant to the general sales manager, but continued the supervision of the merchandising crew activities, a task he still assumes. In addition to his merchandising activities, Mr. Mullins directs work on the Burgermeister account done by the firm's agency—Batton, Barton, Durstine & Osborn.

An ardent fan of professional football and other sports, Mr. Mullins served as an athletic instructor under Jack Dempsey for the Coast Guard in World War II.

ABC ABD NBP

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3

CBS GIVES UP ITS HARTFORD UHF

- **Network affiliates with WTIC-TV, the vhf in the market**
- **Action follows pattern NBC set in going vhf in Buffalo**

Uhf television suffered another blow last week as CBS announced it would close its ch. 18 WHCT (TV) Hartford, an indeaffiliate with WTIC-TV Hartford, an independent v on ch. 3.

WHCT is the second network-owned u to be abandoned in the past six weeks. The move, to be effective Nov. 16, follows NBC's darkening of its owned and operated ch. 17 WBUF (TV) Buffalo, N. Y. [LEAD STORY, June 16]. WBUF went off the air Sept. 30.

The CBS decision, closely guarded until announced Thursday, confronts NBC with a problem. By affiliating WTIC-TV, CBS leaves NBC with an owned uhf station in the area (ch. 30 WNBC [TV] New Britain) competing against one local v (WTIC-TV) and one v in nearby New Haven (WNHC-TV)—a situation akin to the one NBC found intolerable in Buffalo. In the Buffalo announcement, NBC officials said they did not feel a single u could compete with multiple v's.

The CBS-WTIC-TV tie-up also gives NBC another problem: where to turn in case it decides this competitive situation is, as in Buffalo, intolerable. The only other v in the area, aside from WTIC-TV, is ch. 8 WNHC-TV New Haven, an ABC-TV affiliate. In Buffalo, NBC affiliated ch. 2 WGR-TV upon closing WBUF.

NBC had no immediate comment on the CBS action.

CBS Inc. President Frank Stanton, announcing the WHCT decision, said it was reached "with great reluctance and regret," but that "to ignore the opportunity" to affiliate WTIC-TV at this time "would have placed the network at the grave risk of a serious competitive disadvantage for the indefinite future."

He did not refer to financial losses at the uhf station, but these are understood to amount to more than one million dollars, including the investment in facilities. CBS operated the station more than two years.

Dr. Stanton said that "WHCT has been rendering an excellent service in the immediate Hartford area. In the last year, however, two vhf stations also have been serving Hartford proper and the general Hartford area.

"Recently the CBS-TV network was offered the opportunity to affiliate with WTIC-TV, one of these two vhf stations, whose management has pioneered in broadcasting.

"To make its programs more widely available to the residents of the important Connecticut River Valley, to provide greater coverage to its network advertisers and because of decisive network competitive considerations, the network felt compelled to affiliate with WTIC-TV while the opportunity was still available. These special circumstances led to the decision to terminate operations of WHCT."

Dr. Stanton said that it was CBS' "current intention" to continue with its other uhf outlet, ch. 18 WXIX (TV) Milwaukee, but observers considered his tone a cautious one. He pointed out that WXIX had recently moved from ch. 19 to ch. 18 in an effort to eliminate technical interference.

"We anticipate," he said, "that the public will receive improved reception from this move, but the full results cannot be assessed for some time. Further, the acute problem of limited availability of a vhf affiliation, present in Hartford, is absent in Milwaukee."

This reference to lack of "limited availability" of vhf affiliation in Milwaukee pointed up the difference between the two market situations as regards networks: In Hartford there are not enough v's for each network to have a vhf outlet; in Milwaukee, NBC and ABC both have vhf affiliates and ch. 6 WITI-TV in nearby Whitefish Bay is an independent to which CBS might turn for affiliation if it decided its uhf operation there was untenable. WITI-TV has been sold to Storer Broadcasting Co., subject to FCC approval.

Dr. Stanton made clear that "CBS is still hopeful about the future of uhf."

He said CBS would look for another uhf investment. "We continue to believe that in appropriate circumstances, uhf can provide a fully satisfactory and competitive service," he asserted. "We will seek another uhf investment to restore the full permissible station ownership quota under FCC regulations." When NBC announced last June its intention to close its Buffalo uhf, it, too, said it would look for another one to buy in a more favorable situation. So far it hasn't found it.

It was understood that CBS planned to reassign general manager Harvey J. Struthers and as many as possible of the other WHCT executives to new duties within the CBS organization and that it also would make every effort to find new jobs for those whom it cannot absorb.

What disposition would be made of the WHCT physical facilities was not immediately disclosed.

While WTIC-TV is affiliating with CBS, its radio station is a long-time NBC affiliate and officials said this association would continue. CBS Radio's affiliate in Hartford is WDRC; this affiliation also is to continue.

Paul W. Morency, president of Travelers Broadcasting Service Corp. (WTIC-AM-TV), said that with a background of CBS-TV programs WTIC-TV would expand its local originations and service to the southern New England area. William B. Lodge, CBS-TV vice president for affiliate relations and engineering, welcomed WTIC-TV to the network, citing the station's high standards and noting that the addition would make CBS-TV programs available to a much larger audience and would improve reception for more than a million viewers.

Carolina Radio Group Formed; Pearson Appointed National Rep

A new sales group of radio stations in North Carolina has been formed with John E. Pearson Co. appointed national sales representative, it was reported last week. Called Carolina Radio Group, stations include WTIK Durham, WFNC Fayetteville, WKIX Raleigh, WCEC Rocky Mount, WRRF Washington, WGNI Wilmington, WBBB Burlington, WSOC Charlotte, WGBG Greensboro, WIRC Hickory, WSAT Salisbury and WTOB Winston-Salem.

A group rate card has been issued, with the advertiser permitted the entire 12 stations or a split buy of those within the eastern part or western part of the state, or additions to either group for flexibility. Basic one-time hourly rate on the full group is $800, and half that amount ($400) for six stations. For a one-minute spot, basic rate for the group is $80, for six outlets $40.

Harry L. Welch, WSAT, is president and Tom Morris, WTIK, national sales manager of the group. Traffic and billing will be handled by the group's Durham office in WTIK's building.

WLOS Stations Appoint PGW

Appointment of Peters, Griffin, Woodward, station representative firm, by WLOS-AM-TV Asheville, N. C., is being announced today (Oct. 13). The stations were acquired recently by WTVJ (TV) Miami (Mitchell Wolfson is president and majority owner). PGW represents WTVJ as well as WFGA-TV Jacksonville of which Mr. Wolfson is a director and part-owner. The appointment was effective Sept. 24. WLOS operates with 5 kw daytime and 1 kw night on 1380 kc; WLOS-TV is on ch. 13.

OIL PROGRESS WEEK—OCTOBER 12-18

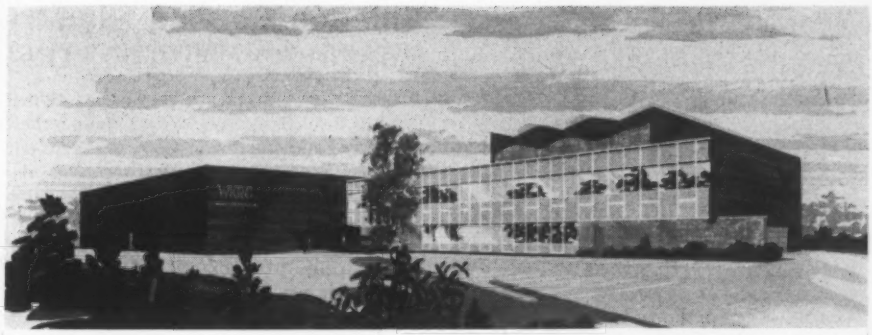
In little ways . . . in BIG ways, too

your life is better today because

ESSO RESEARCH

WORKS WONDERS WITH OIL

Esso



CONSTRUCTION begins this month on the WKRC-AM-TV Cincinnati building. The two-story structure, located on Mt. Auburn near WKRC-TV's tower, will house offices, two tv studios and three radio studios equipped with new broadcasting gear. The $1.5 million project will take about 10 months to complete.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WTPS, WYLD NEW ORLEANS, LA. • WTPS sold to Rounsaville of New Orleans Inc. by the *New Orleans Times-Picayune* and *States & Item* for $200,000. Rounsaville of New Orleans in turn is discussing sale of WYLD to Connie B. Gay, also for $200,000. Sale was not completed as of last Friday. The New Orleans newspapers, now under common ownership, had agreed to sell its radio station and withdraw its appeal from the FCC ch. 4 New Orleans decision in a commitment to the Justice Dept. [GOVERNMENT, July 21 *et seq.*].

WTPS is on 940 kc with 1 kw, day, 500 w, night directional, and is affiliated with MBS. Other Rounsaville stations are: WQXI and WATL-TV Atlanta, Ga.; WLOU and WTAM-TV Louisville, Ky.; WCIN and WSOK-TV Cincinnati, Ohio; WMBM Miami Beach and WTMP Tampa, both Fla., and WVOL Nashville, Tenn. Five out of seven Rounsaville radio stations are now fulltime. WYLD is on 600 kc with 1 kw, day. WTAM-TV and WSOK-TV are non-operating uhfs. Connie B. Gay (Town & Country) stations are: WTCR Ashland, Ky.; WFTC Kinston, N. C., and KITE San Antonio, Tex. Transactions were handled by Blackburn & Co.

WBRZ (TV) BATON ROUGE, LA. • Sold 47% to Baton Rouge Broadcasting Co. by Lewis Gottlieb and others for $548,000. Baton Rouge Broadcasting, which already owns 50% of WBRZ (TV), is owned by Douglas L. Manship and Charles P. Manship Jr., each 35%, and others. The Manships own WJBO, WBRL (FM) Baton Rouge and the *Baton Rouge Advocate* and *State-Times*. WBRZ is on ch. 2 affiliated with NBC and ABC.

KXEL WATERLOO, IOWA • Sold to Cy N. Bahakel, multiple station owner, by Josh Higgins Broadcasting Co. for in excess of $500,000. Mr. Bahakel owns WABG and a construction permit for WABG-TV Greenwood, as well as WKOZ Kosciusko, both Mississippi, WLBJ Bowling Green, Ky., WRIS Roanoke and WWOD Lynchburg, both Virginia, and WKIN Kingsport, Tenn. The application for this sale has been filed with the FCC. KXEL is on 1540 kc with 50 kw and is affiliated with ABC.

WCMI ASHLAND, KY. • Sold to Fred Gregg, interest in WLAP Lexington, Ky., by Edwina Broadcasting Corp. for $150,000. Blackburn & Co. handled. WCMI, 1340 kc with 250 w, is with CBS.

KEBE JACKSONVILLE, TEX. • Sold to Ray Wells and Dudley Waller, formerly of KVMA Magnolia, Ark., by KEBE Inc. for $75,000. Hamilton, Stubblefield, Twining & Assoc. handled the sale. KEBE is on 1400 kc with 250 w.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 137.*

KOMA OKLAHOMA CITY, OKLA. • Sold to Storz Broadcasting Co. by Burton Levine and others for $600,000. Other Storz stations: WTIX New Orleans, La., WHB Kansas City, Mo., WDGY Minneapolis, Minn., and WQAM Miami, Fla. Comr. Robert Bartley voted for a McFarland letter in this grant. KOMA is on 1520 kc with 50 kw, directional antenna, night.

KFSA-TV Staff At KNAC-TV As Former Ceases Operations

The closing of KFSA-TV Fort Smith, Ark., Aug. 16 by owner Donald W. Reynolds so that he could buy a substantial minority stock-holding in KNAC-TV there [CHANGING HANDS, Aug. 25] has resulted in consolidation of the two stations' staff.

Walter M. Windsor, vice president-general manager, KNAC-TV, has announced that Rex Hayes is commercial manager; Pat Porta, program director; Robert L. McCay, production manager; Charles Putnam, promotion manager, and Rubin L. Masters is chief engineer.

KNAC-TV, now the only tv station in

PACIFIC NORTHWEST

An independent daytimer now showing a small profit under absentee ownership. Good real estate and a fine facility. Unusually low down payment of $20,000 with long payout to responsible buyer. **$95,000**

MIDWEST

Outstanding fulltime facility in a major midwest market, showing good profits and heavy with assets. Buyer must have substantial cash and good operating record. **$250,000**

TEXAS

Profitable daytimer in a medium Texas market. Great additional potential for an owner-operator. 29% down with reasonable terms on the balance. **$80,000**

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON D. C.	CHICAGO	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	California Bank Bldg.
Washington Building	333 N. Michigan Avenue	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

RETIREMENT of Bill Pope, (seated l), general manager, WENY Elmira, N. Y., was announced at Gannett Newspapers Stations' annual executives meeting in Rochester, N. Y., Sept. 28-30. Mr. Pope will be succeeded Jan. 1, 1959 by Dale Taylor (standing l). Also at the meeting (seated l to r): Max M. Everett, president, Everett-McKinney (Gannett group representative); Glover DeLaney, Gannett director and manager of KOVR-TV Stockton, Calif.; Dave Milligan, manager of WINR-AM-TV Binghamton, N. Y.; Max Shaffer, manager, WDAN-AM-TV Danville, Ill.; Dorothy Cotton, publicity-promotion director, WHEC Rochester; (standing l to r): Mr. Taylor, Lowell H. MacMillan, WHEC-AM-TV, manager, and Richard K. Blackburn, Gannett chief engineer.

Fort Smith, has purchased new studios and mobile unit and increased power to 100 kw.

Mr. Reynolds has applied to the FCC to acquire complete ownership of KNAC-TV.

WJRT (TV) Flint Goes on Air As ABC Primary Outlet Oct. 12

Michigan's newest television outlet, ch. 12 WJRT (TV) Flint, was to go on the air yesterday (Oct. 12) with a 5 p.m. dedicatory program.

Licensed to WJR The Goodwill Station Inc., WJRT is an ABC primary affiliate. John F. Patt, president of the parent corporation with Worth Kramer, executive vice president and general manager, were on hand for the dedication along with station personnel, talent and city officials.

A. Donovan Faust, formerly co-manager of WENS (TV) Pittsburgh, is the station manager.

The program manager, Franklin C. Mitchell, and the chief engineer, Clarence W. Jones, are both WJR Detroit veterans. Mr. Mitchell was program manager of the Detroit radio station while Mr. Jones headed the research and development section. Sales manager of WJRT is James P. White. Frank Benesh, the news director, and Lee Murray, the women's director, were in similar capacities at WNEM-TV Bay City, Mich.

WJRT will operate at 316 kw visual, 158 kw aural. In addition to ABC programming, 37 hours of local shows weekly are planned.

Chicago Fms Plan Discussion On Aiding Surveys by FC&B

A move was underway last week for a meeting of Chicago fm stations, based on initiative taken by Foote, Cone & Belding, which has evinced interest in that part of the aural medium.

Research department of that agency has been looking into the possibility of devising an fm survey for future use of its clients. The "pilot project" has been under wraps for three months [CLOSED CIRCUIT, Aug. 4].

Fm station operators are being sounded out on a proposal to at least partly subsidize such a study. FC&B has been quietly gathering data on the Chicago fm situation. The meeting is expected to be arranged within the next fortnight.

Science Service Plan Readied by NBC O&O's

The 13 am and television stations owned by NBC in eight cities will combine their resources and facilities for six weeks or more to present groups of programs designed to stimulate interest in scientific careers among youngsters in high schools, junior high schools and elementary schools.

The project, titled "Science Calling," was announced in New York by P. A. (Buddy) Sugg, executive vice president in charge of NBC-owned stations. He reported that at least 200 hours of program time and 3,500 public service announcements will be devoted to the undertaking. The programming will begin on some stations this week and others later this month and in November.

Mr. Sugg observed that although the Science Calling project has the overall theme of helping youngsters to develop an interest in science, each station will not follow the same procedures. In each community, according to Mr. Sugg, a station will work with educational agencies to determine area needs and arrange appropriate programs.

Subject matter will include the need for better science education on all levels, progress in scientific research, contributions of science to industry and opportunities for science careers. Program formats will include lectures by engineers and educators,

STATION PROFIT & LOSS

► The Houston Post Co., publisher of the *Houston Post* and licensee of KPRC-AM-FM-TV, considers its tv franchise to be worth $20,000, according to a balance sheet as of Aug. 31 filed at the FCC last week in the company's application for sale of KPRC-FM to Paul E. Taft for $20,000 [AT DEADLINE, Oct. 6].

The Post Co. listed total assets of $12,016,452, including $5,322,846 current, $1,013,121 other, $5,113,162 fixed and $547,321 deferred. The tv franchise was listed as an intangible.

The company liabilities included $752,846 current, $39,511 deferred, $1,075,032 accrued and long-term debt of $1,792,500. Capital stock was listed as $4,800,000 preferred, $400,000 common.

Earned surplus not reserved was $2,494,647 and undivided profits $1,654,914. Dividends for preferred stock were $3,156,571 after taxes.

The purchaser, Paul E. Taft, listed total assets of $575,000, total liabilities of $220,000 and a net worth of $455,000.

► Northwest Publications Inc. (Ridder Publications), multiple radio-tv and newspaper owner, showed a capital and net worth of $7,800,000 out of total assets of $15,040,000 for the 12 months ending June 30.

The figures were revealed in a balance sheet filed with application for FCC license renewal of the company's WDSM Superior, Wis. Assets included $6,540,000 current and $8,124,000 fixed. Total liabilities were $7,240,000, including $4,065,000 current, $3 million in long term notes and $175,000 in other liabilities.

► An earned surplus of $3,168 and a donated surplus of $70,000 were listed on a July 31 balance sheet filed last week by WMAM and WMBV-TV Marinette, Wis., for renewal of license of WMBV-TV.

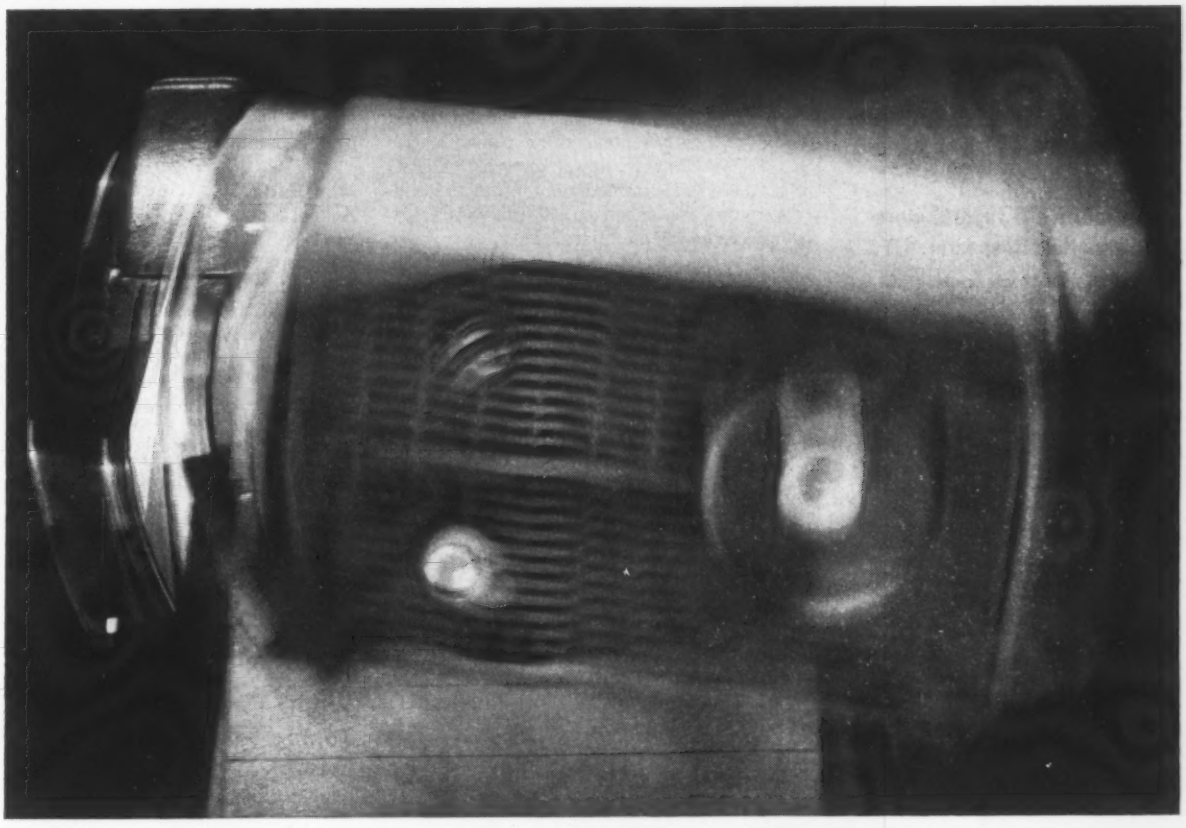
Liabilities for the Marinette stations included $261,640 in notes payable, $47,532 in accounts payable and $43,254 in accrued interest payable. Total assets were listed as $522,199 of which $86,510 were current assets. The stations, controlled by the Evening Telegram Co. (Morgan Murphy), are associated in ownership with the Morgan Murphy-Walter C. Bridges interests, multiple radio-tv ownership group.

► WEAU-AM-FM-TV Eau Claire, Wis., had an earned surplus of $615,991 as of July 31, according to a balance sheet filed last week with application for renewal of WEAU-TV's license. Of that amount, $64,347 is net profit since Jan. 1.

The Eau Claire stations showed current assets of $336,621 and total assets of $888,790, of which $57,630 were listed as stock in other corporations.

Current liabilities totaled $73,034. Other liabilities included a note for $137,458. Besides its earned surplus, the company listed a capital surplus of $25,000.

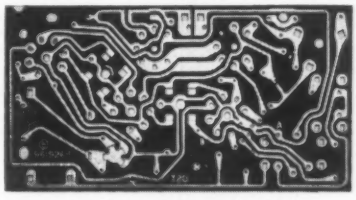
The stations are part of the Morgan Murphy-Walter C. Bridges interests, multiple radio-tv ownership group.



RADIO SHRUGS OFF
CIRCUIT-SHATTERING VIBRATION
thanks to printed circuits of COPPER!

Jiggling for five punishing hours in a paint-store mixing machine, this sturdy little radio by RCA Victor plays gaily on. Secret of its amazing stamina? Instead of conventional wiring, with scores of individually-soldered connections, it has "printed circuits" of copper foil snugly laminated to a nonconductive board.

In making most printed circuits, the desired circuit pattern is printed on paper-thin copper foil with acid-resistant inks. Then unwanted areas of copper are etched away so that only the circuit remains, permanently bonded to the baseboard.



Printed circuit of copper on baseboard, before components are assembled.

The paper-thin copper used is "Electro-Sheet", developed by Anaconda 25 years ago and finding new applications ever since. In many millions of TV's, radios, and machine controls in use today, printed circuits have replaced a maze of conventional wiring. Numerous and costly hand assembly operations have been eliminated. All electrical connections are soldered in one "dip" operation. Rejects are minimized. Space and weight are saved. The public gets better, easier-to-service, more durable products all around.

And you're going to be getting more of them! Industry leaders consider a 500% increase in printed circuitry—above the tremendous acceptance enjoyed today—a virtual certainty within the next few years. Instrument panels of some automobiles already use printed circuits; soon electric ranges will, too, as well as air conditioners, office machines, and communications equipment of many kinds. In fact, almost everything that uses complicated electric wiring can be made more trouble-free with printed circuits.

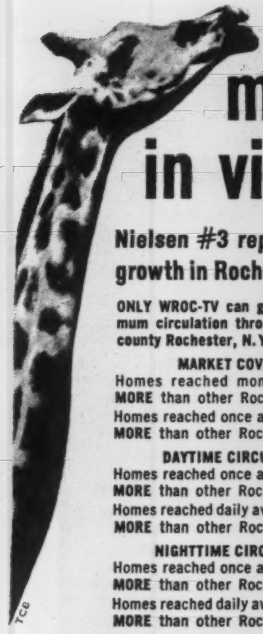
The pioneering of "Electro-Sheet" for printed circuits is typical of Anaconda's endless quest for "something better." It's reflected throughout the entire Anaconda line of nonferrous metals and metal products for home, farm, and industry.

"Electro-Sheet" is electro-deposited copper produced in weights from ½ to 7 ounces per square foot (.0007" to .0098" thick) in widths up to 6¼" and in lengths limited only by handling facilities. A booklet on "Electro-Sheet" is available simply by writing to Anaconda at 25 Broadway, New York 4, N. Y.

The ANACONDA® Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company
Cochran Foil Corporation

58256 A



more in view!

Nielsen #3 reports more growth in Rochester, N.Y.

ONLY WROC-TV can guarantee maximum circulation throughout the 13-county Rochester, N.Y. area...

MARKET COVERAGE
Homes reached monthly — 26.5% MORE than other Rochester station.
Homes reached once a week—20.8% MORE than other Rochester station.

DAYTIME CIRCULATION
Homes reached once a week—24.7% MORE than other Rochester station.
Homes reached daily average—38.8% MORE than other Rochester station.

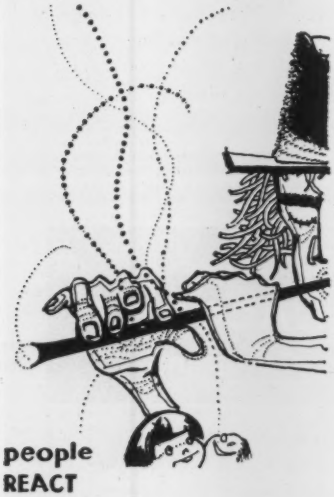
NIGHTTIME CIRCULATION
Homes reached once a week—20.8% MORE than other Rochester station.
Homes reached daily average—28.8% MORE than other Rochester station.

Represented Nationally by Peters, Griffin and Woodward
Sources: Sales Management '58, Nielsen #3, Spring '58

WROC-TV NBC-ABC CHANNEL 5 ROCHESTER, NEW YORK

Symbol of Service
A TRANSCONTINENT STATION
WROC-TV, Rochester, N.Y. • WSYA, WSVA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.

Just like the pied piper and his fife . . .



people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

DATELINES

Newsworthy News Coverage by Radio and Tv

McALESTER—Although convicted kidnaper Marvin Albert Walstrom refused to talk to reporters after his Sept. 30 capture, just prior to being sentenced he asked to see C. J. McDonald, news director, KCCO Lawton, Okla. Immediately after the kidnaper was sentenced to 10 years in Oklahoma State Penitentiary, McAlester, Mr. Lawton taped a five-minute interview in which the convicted man gave a description of the kidnaping.

CLINTON—The dynamiting of a high school in this Tennessee town Oct. 5 was covered for NBC by WATE-AM-TV Knoxville, Tenn. The station's newsmobile was on the scene in about an hour after the blast. That same afternoon WATE-TV aired a 15-minute program containing films of the damage.

MINNEAPOLIS—Gov. Orval E. Faubus of Arkansas has received an invitation from WTCN-AM-TV Minneapolis to visit the city and "explain to us in the north the reason for the [integration] stand of one of our sister states." The stations have made next Saturday's (Oct. 18) *Opinion Please* (6-7 p.m.) available to the governor. As of last Friday (Oct. 10) no reply had been received by WTCN-AM-TV from the office of Gov. Faubus.

panel discussions, interviews, documentaries, news features, dramatic shows and remote pickups from classrooms, laboratories and other places of scientific interest.

The stations participating in Science Calling are WRCA-AM-TV New York, WRCV-AM-TV Philadelphia, WRC-AM-TV Washington, WKNB-WNBC-TV Hartford-New Britain, WAMP Pittsburgh, WMAQ-WNBQ (TV) Chicago, KRCA Los Angeles and KNBC San Francisco.

Nearly Half of Los Angelinos Have Fm Sets, Pulse Discovers

Nearly half (48.7%) of the families in the greater Los Angeles area own fm receivers and more than two-thirds (69%) of them listen to fm at least once a week, largely in the evening hours, according to a special survey of 1,000 families made in August by Pulse. The average fm listener is in the 18-49 age group, with only 17% of them under 18 and only 12% over 50, but about 35% in each age bracket 18-34 and 35-49.

Fm's program policies rather than technical performance is what attracts most listeners to the medium, the survey revealed. Good music was given by half (50.7%) of the respondents as their reason for listening to fm, with another 14.6% replying "better programming" and 30.8% "fewer commercials." "Good reception" was the motive of 14.2% and another 2.5% mentioned fm's static-free quality.

Supporting the "good music" replies, the fm listeners listed stations whose schedules are predominantly in the classical and semi-classical music category as those listened to in the previous week and tuned in most frequently. Paradoxically, an all-jazz fm station ranked high in listenership.

Heads of fm families are mostly professional men (24%) executives (17%) salesmen (12%) or skilled craftsmen (13%); 41% have incomes in the $4,000-$7,000 group, 29% in the $7,000-$10,000 group, 15% over $10,000 and only 8% under $4,000, the southern California survey showed.

Redlegs on WLWT (TV) Until '61

Cincinnati Redlegs baseball games will be telecast by WLWT (TV) there 1959 through 1961, John T. Murphy, tv vice president of owner, Crosley Broadcasting Corp., jointly announced with Gabe Paul, vice president-general manager, Cincinnati Baseball Club Co. and John Hesselbrock, vice president-general manager of sponsor, Hudepohl Brewing Co. WLWT has carried 53 Redlegs games each year since 1956.

Hudepohl's agency is Stockton, West, Burkhart Inc., Cincinnati.

WKBN-TV the Giftie Gave 'Em To See Selves as Tv Saw 'Em

Tv films shot secretly last Monday (Oct. 6) at a luncheon of the Mahoning County (Ohio) Bar Assn. were introduced as evidence against Canon 35 of the American Bar Assn. Sid Davis, news director of WKBN-TV Youngstown, showed the film before the luncheon was over in a demonstration of tv's ability to record trials without disturbing proceedings.

The films were taken while Mr. Davis spoke to the bar group on the fact that Canon 35, with its radio-tv ban, actually prejudges the case of broadcasting vs. the bar. Only a few bar members were aware the proceedings were being telecast.

REPRESENTATIVE APPOINTMENTS

WPDX Clarksburg, W. Va., appoints John E. Pearson Co., N. Y.

Key Chain Stations (WKCB Berlin and WBNC Conway, both New Hampshire) name Breen & Ward, N. Y.

NBC-AFTRA World Pact Sets Replay Precedent

A precedent-making agreement was reached last week between NBC and the American Federation of Television & Radio Artists providing for payment to tv performers of additional fees when recordings of their programs are re-played on tv in certain foreign countries.

The agreement, announced last week by Donald F. Conaway, national executive secretary of AFTRA, and Alfred R. Stern, director of international operations for NBC, divides the world into five tv areas—The British Isles and Cyprus; Free Europe; Africa and the Isle of Madagascar; the Far East and Latin America. The fee to be paid the performer is dependent upon the number of tv sets in each area, and it is estimated that if the recording in which he appeared is re-played in all areas, he would receive 45% of the original payment. The area embracing the British Isles, for example, where the heaviest saturation of sets exists, would be rated a 20% of the original fee.

Fees are retroactive to June 18, 1957. The agreement is for two years, running from September 1958 to September 1960, or the expiration of the Network Television Code (contract), whichever is later.

It was pointed out repayment fees covered in the agreement will apply up to 150% of the minimum AFTRA fees in the U.S. The agreement is conditional upon the performer agreeing to accept the fees and does not prejudice or affect the right of any performer to reject the payment provided and to arbitrate. This provision opens the way for high-priced talent to bargain for fees in excess of those stipulated in the agreement.

MR. CONAWAY

MR. STERN

AFTRA now is expected to try to reach similar agreements with CBS and ABC. It is believed that the union concentrated initially on NBC because that network reportedly has been the most active in exposing records of its U.S. programs abroad.

NLRB Hearing on Videotape Held Up for AFTRA Negotiations

A National Labor Relations Board hearing on a petition by the American Federation of Television & Radio Artists to hold an election among performers to select a single union in the videotape commercial field was adjourned last Tuesday for a period of approximately two weeks.

The decision to adjourn the hearing was agreed upon by various parties concerned in order to permit AFTRA to resume its negotiations with networks and the transcription industry on a new contract. AFTRA's petition for an election is being opposed by the Screen Actor's Guild, the Screen Extras Guild and the three tv networks.

The hearing was conducted for eight days during which personnel from the various unions and networks gave testimony [PERSONNEL RELATIONS, Oct. 6]. NLRB examiner John J. Carmody has been collecting the testimony, which will be forwarded to the board in Washington for a decision.

AFTRA and the networks met last Wednesday to discuss the union's proposal for a new contract to replace the pact expiring on Nov. 15. Network negotiators were reported to be highly dissatisfied with the union's "excessive" demands, including a basic 10% wage increase and other provisions [PERSONNEL RELATIONS, Sept. 29]. The networks have not as yet offered counter-proposals. Negotiation sessions are scheduled today (Oct. 13), tomorrow and Wednesday.

Judge Refuses to Dismiss Move To Validate Trust Funds in N.Y.

A decision denying either dismissal or postponement of the petition of trustee Samuel R. Rosenbaum for a court determination in support of the validity of the Music Performance Trust Funds was handed down last Wednesday by New York Supreme Court Justice Henry Epstein.

Justice Epstein's ruling came on a motion by a group of defendants, asking the court to refrain from acting until final determination of lawsuits brought against the trust funds in California. The defendants included 40 New York musicians, nine record manufacturers and 13 tv film distributors.

Trustee Rosenbaum's petition, in effect, asked the court to rule whether he was performing a valid job in the administration of the trust funds. The trust funds are set up under the laws of New York State but their legality has been challenged, largely by a group of dissident west coast musicians who formerly belonged to the American Federation of Musicians.

Justice Epstein observed that "various aspects of this matter have been sent up and down the judicial ladders of California" and there "is no compelling or even persuasive reason to force the trustee to submit to

ON THE SPOT RECORDING *

MINITAPE

Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events ... no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!

*t.m. reg.

• FULLY TRANSISTORIZED
• LIFETIME BATTERY
• FLAT TO 10,000 CYCLES

STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

NOW AVAILABLE!

Brochure Containing

COMPLETE DETAILS OF WVET'S EXCLUSIVE, PHENOMENALLY SUCCESSFUL TOP VALUE STAMP

PROMOTION PROGRAM

For Information
Contact: BILL SCHUBERT

WVET RADIO

ONLY Station In The Nation That Gives TOP VALUE Stamps!

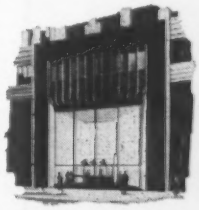
17 CLINTON AVE. SO.
ROCHESTER 4, N. Y.

COMMUNICATIONS CENTER OF THE WORLD

the new

444 MADISON

BLOCKFRONT: 49th to 50th STS.



3900 SQ. FT.
TOWER FLOOR
OFFICES AVAILABLE

Unsurpassed panoramic view from Madison Avenue's tallest building. Windows on all four sides. Completely modern, air conditioned. Present tenants include leaders in the world of industry, commerce, publishing, advertising, broadcasting and foreign affairs.

for information: Ed Rindfleisch, MU 5-7000

the jurisdiction in California and abandon the jurisdiction in New York." He added:

"The benefits of the trusts are for all musicians in the country and not just those in California or those employed in making recordings. These are undisputed facts which weigh heavily on the conscience of the court when the trustee brings this proceeding in New York for a declaration of his status and the validity of the trusts."

AFM Tries New Tactic Against MGA Film Pact

Fighting to regain control of musical employment at the major motion studios, the American Federation of Musicians last week sought to upset the requirement that musicians employed by film producers must become members of the Musicians Guild of America. MGA is a new union which last summer won an NLRB election as collective bargaining agent for musicians employed by the major studios.

AFM filed charges of unfair labor against MGA, the Motion Picture Producers Assn. and the eight member motion picture companies with whom MGA has contracts, accusing MGA and the companies of violating the National Labor Relations Act by attempting to force musicians to join the guild illegally.

Concurrently, nearly 500 musicians employed by the major studios, almost half the number who voted in the NLRB election of studio musicians, signed a petition asking for another secret ballot election designed to deny MGA the right to negotiate or administer union security provisions (requiring musicians hired by the companies to join MGA) in their contracts.

AFM, supporting the action of the musicians signing that petition, sent telegrams to MPPA and the individual motion picture companies asking them to "cease requiring membership in MGA as a condition of employment."

Noting that the union security clause is customary in union contracts, Cecil F. Read, chairman of MGA, declared that if AFM is successful in upsetting MGA contracts with the motion picture studios, it would open the door for others to eliminate these provisions and that would be "very bad for American labor." AFM is "trying to set up its own private right to work clause," he stated.

MGA also has filed charges with NLRB accusing AFM of using "coercion, duress and fraud" in obtaining signatures to the petition. The requirement that musicians employed by the motion picture producers join MGA does not rule out AFM members so far as MGA regulations are concerned, but the AFM bylaw forbidding dual unionism does prohibit an AFM member from joining MGA. Explusion hearings against about 100 members of AFM Local 47 in Hollywood, charged with attending a meeting of MGA, are being held up pending a court ruling on a request for a permanent injunction against such a hearing until the legality of the bylaw can be tested in the courts.

30 Pages at NBC Hollywood Win Wage Boosts After Strike

Pages at NBC Hollywood won wage increases last week after a strike that began shortly before 5 p.m. Wednesday (Oct. 8) and was ended shortly after 5 a.m., Thursday.

Under a verbal agreement reached by NBC and NABET after an all-night session, the pages, who had been getting $225 a month, will now receive $238.33 a month to start, going to $273 after six months. Senior pages, now getting $240-$250, will receive $281.57 as beginning wages and go to $303.33 after six months. Pay for schedulers was increased from $250 to $325 a month. About 30 pages are covered by the new terms, which also provide vacations with pay, life insurance and retirement benefits.

When the pages walked out, they set up picket lines around NBC studios and asked other NABET members to respect them. The technical crew, however, stayed on the job until 5:30 p.m. to put on the initial broadcast of the *Milton Berle Show* before joining the walkout.

This was the only live program originating from Hollywood that evening. Supervisory personnel got the network's filmed and taped shows on the air without noticeable mishap.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

Richards Assoc. Now in New York

Richards Assoc., Washington, D.C., public relations firm has opened a new office at 10 Rockefeller Plaza, New York, managed by Frank Zuzulo, former MBS public relations director. President Robert K. Richards stated that growing requirements of clients in the New York area necessitated the step. Mr. Zuzulo, who was with Mutual for 12 years, most recently directed national product publicity, merchandising and promotion for major clients of the Edwin C. Lee public relations organization in New York.

Kittner Becomes Law Partner

The Washington law firm of McKenna & Wilkinson last week announced that Joseph M. Kittner, who has been associated with the organization since 1956, has become a partner. Mr. Kittner was at one time assistant chief of the FCC Broadcast Bureau. McKenna & Wilkinson also reported that Robert W. Coll is now associated with the firm.

Tuhy Services in Washington

Funeral services were held last Tuesday (Oct. 7) for Washington radio-tv attorney Stephen Tuhy Jr., 50, who died of leukemia Oct. 3. He had been in poor health for some months and had not been active in his practice for about two months. Mr. Tuhy began his own radio-tv practice in 1948 after service as an associate in the Washington law firm of Hayes & Hayes from 1944. He joined the FCC upon his graduation from George Washington U. Law School in 1935 and was a trial attorney in the Broadcast Bureau's hearing division when he left the FCC in 1944. He is survived by his wife Margaret, four daughters and a son.

Attorney Young Is Heart Victim

Verne R. Young, 48, Washington communications lawyer since 1935, died Oct. 4 after a heart attack. Burial was last Tuesday (Oct. 7) in National Memorial Park, Falls Church, Va. Mr. Young, a native of Rushville, Ill., joined the old Federal Radio Commission in 1931. He left in 1935 to associate in law practice with Philip G. Loucks. The firm is now Loucks, Zias, Young & Jansky. Mr. Young received his law degree from the Washington College of Law (now part of American U.), in 1935. He leaves a widow, Anne, and two children.

PROFESSIONAL SERVICES SHORTS

General Artists Corp.'s GAC-TV named by Mike Stokey Enterprises to represent producer's *Pantomime Quiz* series for network sales. Also agreed upon: that Mr. Stockey turns over to GAC-TV all programs and program plans for development and that GAC in turn will assign Mr. Stokey several of its ideas for execution. Besides *Pantomime Quiz*, Mr. Stokey has packaged *Stage Action* and *Author, Author.*

Herold Radio & Electronic Corp., Mount Vernon, N. Y., names Samuel Weiss & Assoc. as public relations counsel.

WAIR, WGAI Each Get 5 Awards In N. C. AP News Competition

WAIR Winston-Salem and WGAI Elizabeth City, both North Carolina, received awards in five of the eight categories in the North Carolina AP Broadcasters Assn.'s annual news competition, it was announced last week.

WBBB Burlington has the next most honored news department—it received awards in three categories. The list of citations:

Comprehensive news: Superior, WIST Charlotte (Jon Holiday); Excellent, WEGO Concord (J. Norman Young); Meritorious, WAIR (Larry Patrick); Honorable Mention, WEED Rocky Mount (Bill Anthony).

State-local news: Superior, WIST (Jon Holiday); Excellent, WSTP Salisbury (Russ McIntire); Meritorious, WAIR (Larry Patrick); Honorable Mention, WGAI (Jack Aulis).

Commentary: Superior, WBBB (E. Z. Jones).

Women's news: Superior, WAIR (Lois Kansler).

Farm news: Superior, WWNC Asheville (Scotty Rhodarmer); Excellent, WGAI (S. A. Tuten).

Documentary-special events: Superior, WBBB, (E. Z. Jones); Excellent, WGAI (Jack Aulis); Meritorious, WRNB New Bern (George Shriver); Honorable Mention, WEED (Bill Anthony).

Sports: Superior, WBBB (Morty Schaap); Excellent, WAIR (Jim Wayne); Meritorious, WEGO (J. Norman Young); Honorable Mention, WGAI (Jim Woods).

News coverage: WBT Cup, WAIR. Excellent, WGAI. Meritorious, WPAQ Mount Airy. Honorable Mention, WFLB Fayetteville. Honorable Mention, WBMA Beaufort.

KRCA (TV), KTTV (TV), KNX Take Three News Awards Apiece

KRCA (TV), KTTV (TV) and KNX are the outstanding news stations of the Los Angeles metropolitan area, according to the Radio and Television News Club of Southern California, which a fortnight ago presented each of the trio with three Golden Mike awards. KNXT (TV) received two of the 15 awards presented at the club's annual dinner at the Hollywood Plaza and KABC, KHJ, KLAC and KMPC got one award each.

In tv, KRCA received a station award for its *Pathway* series, with individual awards to Jack Latham for newscasting and Gene Barnes for newsfilm coverage. KTTV's awards were for most aggressive news policy, news reporting by an independent station and to George Putnam for news commentary. KNXT's awards went to Irwin Rosen for newswriting and Gil Stratton for sports reporting.

In radio, KNX awards went to Frank Goss for newscasting, Roger Sprague for news writing and Tom Harmon for sports reporting. KABC was honored for the most aggressive news policy; KHJ's award went to Virgil Pinkley for his news commentary; KLAC got its award for *Listen, L.A.* and KMPC's trophy was for outstanding news reporting by an independent station.

Fund for Republic Tv Awards To Total $14,000 This Season

The Fund for the Republic will award a total of $14,000 in prizes for the best tv programs dealing with a topic related to freedom and justice on the commercial airwaves between Oct. 1 of this year and May 31, 1959. The fourth annual competition for the Robert E. Sherwood Awards was announced Wednesday (Oct. 8) by Robert M. Hutchins, the fund's president.

Entries must be submitted to the seven-man panel of judges by June 5, 1959. There will be a minimum of three and a maximum of seven programs named, the money divided among the people responsible for the program on a basis determined by the jurors and the winning network or station receiving a citation. Kinescopes or films of programs nominated must be available. Handling the nominations is Sylvia Spence Assoc., 527 Lexington Ave., New York. Phone Plaza 5-2584.

AWARD SHORTS

Dr. Emanuel Rosenberg of Bogota, Colombia, S. A., and **William Nelson Goodwin Jr.** have been selected to receive Howard N. Potts Medals from The Franklin Institute. Dr. Rosenberg invented Cross-Field Generator, and Mr. Goodwin invented the photoelectric exposure meter, more popularly known as "applause-meter." Mr. Goodwin, retired, is retained by Weston Corp. as consultant.

WJBK Detroit's *Standard News With Jac LeGoff* (Mon.-Fri. at 11 p.m.) named "best local regularly scheduled newscast" in first Annual Michigan Associated Press Awards competition.

Doris Ann, NBC-TV public affairs dept. producer since 1951, named "outstanding professional woman of the year" by Business & Professional Women's Clubs of metropolitan New York.

WITN (TV) Washington, N. C., has won award for outstanding promotion on NBC major league baseball in competition between all NBC stations from Pennsylvania to Florida.

ABC-TV's live program, "Stroke," and **CBS-TV's** film presentation, "Hemo the Magnificent," have won 1958 Howard W. Blakeslee Awards of American Heart Assn. for outstanding reporting in field of heart and circulatory diseases. "Stroke," one of *Medical*

October 13, 1958

Dear Broadcasting Executive:

The business of buying and selling Radio and Television time is based, to a tremendous extent, on integrity. Outside of Wall St., there is no other business existing where such a tremendous volume of business is transacted with such little paper work, or so few contracts.

It is not unusual for millions of dollars of business to be placed monthly all over the Nation and contractual paper work follows months later. In some instances, the actual broadcasting has been completed before the parties involved have received the contractual papers. For this reason, the integrity and honesty of the individual involved is a necessity. When you run into a man who has an exceptional reputation for honest dealings over a period of twenty years or more, you have a very solid and valuable citizen.

The man involved in this matter has unusual contacts generated over many years. His word is as good as his bond and any station owner, or representative organization or agency would be benefited immeasurably by having this individual as a representative.

He is familiar with Radio, Television and has had experience in Print, having sold Trade Magazine advertising many years. His loyal friends in the business are legion. He isn't looking for any fabulous salary—just a livable wage and many of today's representatives could use this man to teach the young green (and we do mean green) salesmen who are coming into agencies daily.

Certainly, someone can use his entree into all major agencies and his wealth of experience in either a counseling or supplementary sales position.

If you have any ideas, drop a line to

BROADCASTING
BOX # 283G
WASHINGTON, D. C.

KELLY
IS
COMING

Horizons series telecast April 27, 1957, and "Hemo," part of *Bell System Science Series* shown March 20, 1957, received citations and $500 honorariums.

Austin Grant, CKLW-AM-FM-TV Windsor, Ont., newscaster, has received 1958 Electronics Institute Award for "outstanding newscasting in aviation, science, space travel and allied fields of electronics."

The Branham Co., N. Y., station-newspaper representative, has announced that Patricia Ann Mueller of Dallas and Arnold Norman Jr. of Little Rock, have been awarded $1,000 each in scholarship competition sponsored by Branham among secondary school students who are children or grandchildren of employes of Branham-represented newspapers or stations. Miss Mueller is daughter of Nicholas J. Mueller, film director of KRLD-TV Dallas, and Mr. Norman is son of Arnold Norman Sr., advertising salesman for the *Arkansas Democrat* in Little Rock.

Marshall Wells, WJR Detroit farm editor, presented with top award in farm category in Michigan Associated Press Broadcasters Assn. first annual news competition. Citation was awarded to Mr. Wells for "conducting Michigan's best regularly scheduled farm program."

Bob Reynolds, WJR Detroit sports director, cited by Michigan Associated Press Broadcasters Assn. in first annual news competition awards for "best regularly scheduled sports program in Michigan."

KITE San Antonio presented with Award of Achievement for special events coverage by Texas Associated Press Broadcasters Assn. Citation is for KITE's "fast reporting of San Antonio loan company hold-up."

WCAO Baltimore has won American Cancer Society's Golden Sword Award for "outstanding service on year-around basis in interest of cancer control." This is second consecutive year that WCAO has received award.

Jack LaLanne, physical culturist and m.c. of physical education program over KGO-TV San Francisco, received first annual "Farrallone to San Francisco Paddle-Board" award for his Sept. 26 feat which took him from rocky islands 28 miles off the coast to Phelan Beach, San Francisco.

Lowell Thomas, star of CBS-TV's *High Adventure with Lowell Thomas,* has received first Giants of Adventure Award presented by *Argosy* magazine, as "the voice of adventure to the world."

WFMD Frederick, Md., has been given Army Chemical Corp Certificate of Achievement for patriotic service "contributing to the accomplishment of the mission of the United States Army Biological Warfare Labs, Fort Detrick, Md."

Meet Me in St. Looie—Looie

Sales Promotion — Audience Promotion — Merchandising — Publicity — Public Relations — Competitive Media Promotion — Trade Paper Advertising —

These are the top subjects to be studied in depth at the third annual BPA Seminar at the Chase Hotel in St. Louis, November 16 through 19. Most of the top broadcast promotion brains in the industry will be bustin' with ideas for stations big and small, in big markets and small towns, radio and TV.

If you've got a stake in broadcast promotion, you'll want to meet us at the Chase.

Full and partial registrations are available now. You can inquire at BPA Headquarters, 190 State Street, Chicago, for information on individual sessions.

TEAR-OFF COUPON AND MAIL

Mr. William E. Pierson
Broadcasters Promotion Assn.
190 N. State Street
Chicago 1, Illinois

BPA

Please reserve ..... places for me at the BPA Seminar at the Chase Hotel, St. Louis, Missouri, November 16 through 19. My check is enclosed for full registration—$35.00.

.....

I will make my own hotel reservation.

EDUCATION

Florida Gets Three ETV Outlets Within Weeks; WFPK-TV on Air

October starting dates have been announced for two Florida educational stations. WUFT (TV) Gainesville ch. 5 is due to commence operations today (Oct. 13); WEDU-TV Tampa ch. 3 is scheduled to be on-air by the month's end. WJCT (TV) Jacksonville ch. 7 has been airing educational programs since Sept. 10. As the stations begin regular programming they will become affiliated with the National Educational Television Network (Educational Tv & Radio Center, Ann Arbor, Mich.).

Educational-noncommercial WFPK-TV Louisville, Ky., also commenced operations on ch. 15 last month.

Experts Laud Educational Tv As New Medium of Opportunity

The importance and potential for good of educational television was underscored by two educational tv experts in a seminar at Kansas State College.

Dr. H. K. Newburn, head of the Educational Radio and Television Center at Ann Arbor, Mich., noted the importance of the medium as a transmitter of "educational experiences" to people of all ages. He urged educators to utilize this tool as efficiently as possible.

Charles Hettinger, supervisor of television education for the Pittsburgh, Pa., public schools, emphasized the power of tv and stated that in some areas television instruction is better than regular instruction. "The medium that can transmit the screams and wiggles of an Elvis Presley can also broadcast the best of thought and deed," Mr. Hettinger declared.

Michigan U. Making News Series

A radio series featuring 12 prominent persons connected with news and its dispensation is being produced by the U. of Michigan's noncommercial-educational WUOM (FM) Ann Arbor. The programs, to be completed next spring, are made with a $3,100 grant-in-aid from Educational Television & Radio Center and National Assn. of Educational Broadcasters. Among those taking part: James C. Hagerty, Presidential press secretary; Walter Cronkite, CBS-radio-tv commentator; Mike Wallace, ABC-TV personality, and Drew Pearson, radio-newspaper columnist.

EDUCATION SHORTS

WNYC-AM-FM New York is presenting two college courses for credit in cooperation with Queens College, School of General Studies this fall. Course in "Contemporary European Drama" is being given on Monday, Wednesday and Friday (3-3:30 p.m.) and another, "The Enjoyment of Music," on Tuesday and Thursday (3-3:40 p.m.).

Fordham U. announces that its campus station, WFUV-FM, has inaugurated regular transmission of stereophonic broadcasting by means of fm multiplex. Station will program 10 hours per week of stereo during October and November, according to university officials.

WDGY D.J. Signs With Lakers

Fans of Dan Daniel, d.j. at WDGY Minneapolis, Minn., can watch him perform this season in a different role than they are accustomed to hearing on radio. WDGY has announced the signing of their 6 ft. 4½ in. personality to a contract with the Minneapolis Lakers professional basketball team. Currently touring northwest cities in exhibition games, Mr. Daniel will continue his daily 7 to 10 p.m. program on WDGY and expects to reach regular season games in time to play in the last quarter. Mr. Daniel's basketball experience consists of two years of service ball while stationed in Manila, P.I.

KXJB-TV Covers Rally for State

State-wide television coverage of an outdoor Family Rosary Crusade prayer rally at Valley City, N.D., Sept. 14, was provided by KXJB-TV Valley City for the North Dakota Broadcasting Co. network, which also includes KXMC (TV) Minot, KBMB-TV Bismarck and KDIX-TV Dickinson. Letters received by the stations after the 90-minute telecast indicated that the rally was seen in 43 of the state's 52 counties, NDBC reports.

WMAQ, WNBQ (TV) Boost Science

A six-week series of educational science programs through the facilities of WMAQ and WNBQ (TV) Chicago, effective Oct. 5, has been announced by Lloyd E. Yoder, NBC vice president and general manager of the stations. Under the title, *Science Calling*, the Chicago Board of Education and area colleges and universities will cooperate with the stations to present several hours of radio-tv programming each week to the subject—on special and regularly-scheduled programs. The campaign runs through Nov. 15.

Home Run Guesser to Win Prize

Baseball World Series was the basis for a listeners' contest promoted by WIBG Philadelphia. Listeners were asked to submit answers to the questions "Who will hit the first home run in the 1958 World Series, in what game and in what inning?" Entries were to be postmarked by noon Wednesday, Oct. 1. The contest winner has the choice of receiving a Bulova men's or women's watch. In case of ties, WIBG will conduct a run-off contest. Publicity was given the contest by the stations "Fun Five" personalities: Bill Wright, Doug Arthur, Tome Donahue, Joe Niagara, and Hy Lit.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

CATCHING UP

Westinghouse Electric Corp. — which claims to be "first with the future"—last week took a cue from E. I. DuPont de Nemours Co., sponsor of *DuPont Show of the Month* on CBS-TV. Westinghouse on Oct. 6 began previewing tonight's (Monday) scheduled "Bernadette" (*Westinghouse-Desilu Playhouse*, CBS-TV 10-11 p.m.) in 21 cities in cooperation with local stations. Westinghouse Consumer Products Div. hosted the party-previews, arranged jointly by Westinghouse, its agency, McCann-Erickson, and its wholly-owned public relations affiliate, Communications Counsellors Inc.

DuPont earlier this season started a "preview system" whereby local tv editors could catch the dress rehearsal on closed-circuit hookup the day before CBS-TV aired the 90-minute live production of Mary Chase's *Harvey*. Westinghouse's system differs in that it tandems filmed prints of the show around the country at different times.

D'Arcy Honors U. of Mo. School

D'Arcy Adv. Co., St. Louis, is distributing to the trade a momento marking the 50th anniversary of the U. of Missouri's School of Journalism, claimed to be the world's pioneer. The agency points out it long has recognized the specialized training of the school and that U. of Missouri this year is teaching advertising principles at classroom level, aided by lectures by agency representatives. D'Arcy also claimed many graduates among its personnel and noted "We have profited by this close association, which is indicative of the agency's interest in furthering advertising education and development of future generations of advertising men and women."

WPTR Joins C. of C. Campaign

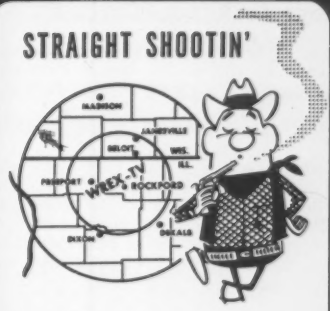
With WPTR Albany, N. Y., contributing personnel and facilities the Greater Albany Chamber of Commerce enrolled twice as many new members in a one-day membership drive on Sept. 23 as were enrolled in three-day drives in previous years.

WPTR assigned its four two-way radio news cars and personnel to the chamber's recruiting teams. After new members were enrolled, the station broadcast their names and offered congratulations. The recruits also were interviewed briefly by newsmen in the field.

WDSU-TV Mails Scented Cards

WDSU-TV New Orleans has sent specially treated greeting cards to advertisers and agencies to announce its latest share-of-audience figures. The card's cover displays a banquet with the caption "Sweetest bouquet you can pick . . ." Inside, a fold-out section of "blossom" contains percentage figures for five different time periods. To help give timebuyers the scent the cards are perfumed.

STRAIGHT SHOOTIN'



Yes, straight shootin' with **NEW HIGH POWER** right into 365,000 television homes in the heart of Mid-America's agricultural and industrial markets. WREX-TV has increased its power to 229,000 watts E.R.P. video and 114,000 watts E.R.P. audio. **Now,** the sales power of WREX-TV spans market portions of over 30 counties in Southern Wisconsin, Northern Illinois and Eastern Iowa.

Represented by H-R Inc.
ABC—CBS

WREX-TV
CHANNEL 13 ROCKFORD

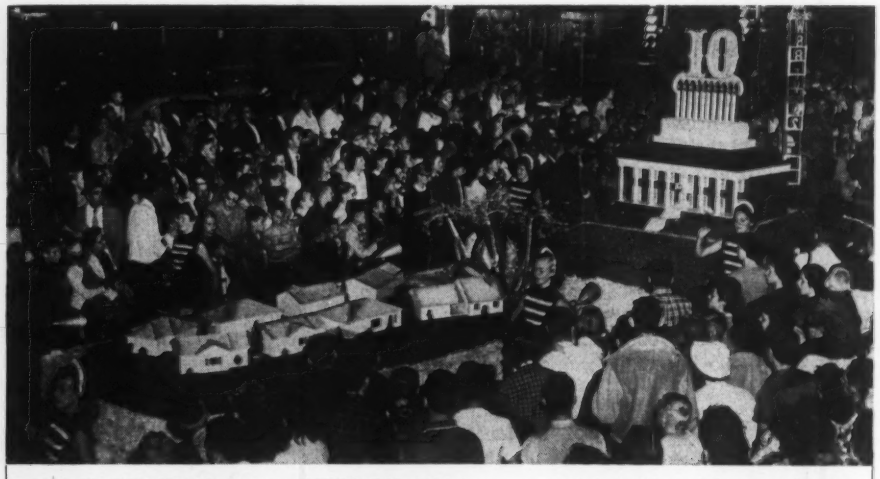
the Hot Half Hour
by Robert L. Foreman

"It's clairvoyant. It's revealing. It's even sexy. Go to your nearest bookstore and tell 'em Groucho sent you."
— GROUCHO MARX
$3.95 at your bookstore
CRITERION BOOKS, INC.

New WOV Symbol Keynotes Agency Collection Contest

A "WOVBUG" contest offering a trip to Rome to the advertising agency person collecting the most WOVBUGS, cartoon figure recently adopted as the symbol of WOV New York, was launched by WOV yesterday (Oct. 12). WOVBUGS ("rhymes with lovebug") are imprinted on all WOV advertising, letterheads, calling cards, promotion brochures, availability sheets, etc., and agency people collecting the largest numbers will win prizes—28 in all.

Contest runs from Oct. 12 to Feb. 12, WOV announced, pointing out that each date is "a holiday of special significance to one of the two groups reached by WOV broadcasting. For the Italian it's Columbus Day and for the Negro community it's Lincoln's Birthday and Negro History Week." Second prize is a 14-day West Indies cruise; third is a 1959 Royal portable typwriter, next 10 are Helbros wrist watches and the next 15 are Italian glassware and ceramics. Contest brochure offers a tip to contestants: "the more written information you request and the more times you call in your WOV representative, the more WOVBUGS you'll receive, plus a richer understanding of two great markets (Italian and Negro) in Metropolitan New York."



WHITE COLUMNS, home of WSB-TV Atlanta, was constructed in miniature (above) for that station's 10th anniversary parade down Atlanta's Peachtree St. Sept. 30. An estimated 220,000 persons turned out to cheer WSB-TV's marching preview of its fall season programs. The parade floats featured station personalities, visiting celebrities, national organizations and musical groups. Celebrities included Jackie Cooper of *People's Choice*, Richard Carlson of *MacKenzie's Raiders*, Keith Larsen of *Northwest Passage*, Kenneth Tobey and Craig Hill of *Whirlybirds*, Tim (Kingfish) Moore of *Amos and Andy*, and orchestra leader Skitch Henderson. National participants were MGM-TV, CBS-TV, ABC-TV Films, Buick and RCA. WSB Radio broadcast live as its float moved down the parade route. WSB-TV filmed the entire parade to show the following night. Serving as parade chairman was Jean Hendrix, assistant to the general manager of WSB-TV and the station's film buyer.

KMPC Issues Football Guidebook

KMPC Los Angeles, which last spring prepared and distributed "A Housewife's Guide to Baseball," has released a second publication entitled "Football—From the Ground Up." Listeners can obtain copies free of charge by writing to KMPC.

According to the authors, the booklet is designed to help the average fan follow football games with a reasonably bright look on his face. They report that "football is a pastime in which one team does its best to deceive the other team. And as long as this deception works or doesn't work someone has failed to understand exactly what the play was all about. A lot of the fun of football is in trying to figure out what is happening or what ought to have happened. That's where this booklet will come in handy." KMPC's guidebook contains rules of the game, glossary of terms, illustrations and the Los Angeles Rams' game schedule.

WFBM-AM-TV Host Series Party

Approximately 1,000 clients, agency representatives, city and state officials, and others, were guests of WFBM-AM-TV Indianapolis at their second annual "World Series Party" during the first two games of the series, Oct. 1-2.

The two parties, held in a downtown Indianapolis ballroom, started with films of past World Series games and a discussion of this year's opposing teams between ex-major league umpire Harry Giesel and Johnny Hutchings, coach of the Indianapolis Indians, and moderated by WFBM sportscaster Tom Carnegie. Baseball fans viewed the games from Milwaukee on 10 tv sets and a special large screen set on the ballroom stage. First day programs of the series were flown in from Milwaukee and given as favors along with the World Series issue of *Sports Illustrated*.

WFBM account executives, acting as concessionaires, served more than 1,000 hotdogs, 1,200 hamburgers, 700 boxes of popcorn, 1,300 bags of peanuts and an unreported amount of liquid refreshments.

WCBS to Start Marketing Plan

WCBS New York is formulating plans for a new food and grocery merchandising campaign to be known as the "Total Marketing Plan," according to Sam J. Slate, general manager. The merchandising plan, scheduled to go into operation in several weeks, is designed to attract new customers and win stronger identification for groups of grocery stores and products in the greater New York area.

Known also as "TMP," the plan will cover store participation through promotions within the premises, plus WCBS support through on-the-air announcements, newspaper advertisements, and special radio programs. WCBS has not yet set the minimum buy for sponsor participation.

WMHE (FM) Schedules Orchestra

WMHE (FM) Toledo, Ohio, has announced it will broadcast the entire subscription concert series of the Toledo Orchestra this season. The total of five concerts will originate from the Peristyle of the Toledo Museum of Art. The first concert, Oct. 8, marked the start of the orchestra's 15th season and the first year that its entire series will be broadcast. The broadcasts include a performance of "Amahl and the Night Visitors" by the original NBC-TV cast on Dec. 5.

ESP Wows Listeners on WAVI

ESP stands for extra-sensory perception, which includes among other possible phenomena the concept of mind-reading. Can one's "thought waves" be read by another person? WAVI Dayton, Ohio, on its morning *BW Show*, holds experiments to see whether ESP might just be fact. So far, reports the station, one lady has won the twice per morning ESP contest four times. The contest consists of "BW" holding a picture of a person, place or thing to his microphone and requesting listeners to call in the object's identity without benefit of further clues. Each ESP contest has brought in over 150 calls, states WAVI.

Adults Get Own Tv Record Hop

A televised record hop for adults started Oct. 4 on WAKR-TV Akron, Ohio, sponsored by Co-op Supermarkets of Akron for a 13-week series. The *Co-op Ballroom* show, featuring songs popular in World War II years, gives adults the opportunity to dance in front of the cameras. Charlie Greer, WAKR-TV d.j., is host for the series. Guest personality at the premiere party was Al Alberts of the Four Aces. The tv presentation is produced by Co-op's ad agency, The Stalker Agency of Akron.

Miami Love Life on WCKR

Sex, love, engagements and marriage are some of the personal problems aired over WCKR Miami four nights per week on the station's *Love and Marriage* program. Billed as "armchair psychiatry . . . offered WCKR radio listeners . . ." the show revolves about "nationally-known marriage counselor" Samuel Kling who receives listeners' love conflicts over the

phone and tapes the conversations for rebroadcasting. WCKR reports that Mr. Kling is "one of the few marriage counselors in the country to be listed in *Who's Who in the U. S.*"

KDAY Honors Californians

To laud "courage, honor and all the qualities of an outstanding Californian," KDAY Santa Monica has announced a new public service award: "The Californian Award." KDAY's first winner of the gold medallion award, according to the station, was Jack Muller, a Southern Pacific Railroad signal maintenance man, who dragged a young housewife from the path of an oncoming train after her car had stalled on the tracks.

KDAL Publishes Music Guide

KDAL Duluth, Minn., reports that it furnishes local music stores with weekly Music Guides, four-page pamphlets cut in the form of a 45 rpm record. All area record stores are surveyed each Wednesday morning, according to KDAL, and by that afternoon each store is supplied with Music Guides, personalized with their firm name, and listing the top 30 singles and top 15 lp's as gathered by that day's survey. The Music Guide also lists the KDAL music shows, their times and personalities. Says KDAL: "Success of this idea is measured by the increasing number of Music Guides each store requests with each passing week."

WJZ-TV Covers Baltimore Books

Not wishing to overlook the present viewers of juvenile shows and future viewers of adult programs, WJZ-TV Baltimore has announced that it has distributed over 20,000 handsome red book covers to local school children. The covers picture WJZ-TV personalities Buddy Deane and Jack Wells as well as mention the station's new fall lineup of shows—*both* children and adult.

Tags Introduce KXOK D.J.

Tags with shoestrings attached were used by KXOK St. Louis to promote the arrival of the station's new d.j., Jack Elliott. The tags announced that Mr. Elliott "starts on a shoestring . . . Monday Sept. 22." Tags were mailed to ad agencies in St. Louis; retail record stores distributed the tags with purchases, and a model handed out more than 6,000 tags at major street intersections. Mr. Elliott's show is from 6 to 9 a.m. weekdays and Saturdays from noon to 3 p.m.

WBAL-TV Begins New Farm Show

Beyond the City Limits, a fifteen-minute farm newsreel program produced and narrated by WBAL-TV Baltimore Farm Director Conway Robinson, began Oct. 4 and will continue each Saturday evening on the ch. 11 outlet. This "local" farm newsreel show will include "agricultural coverage as well as human interest stories and a week-end weather forecast," according to WBAL-TV.

In the Syracuse Market

WSYR's COVERAGE EQUALS THAT OF NEXT TWO STATIONS*

The amazing coverage superiority of WSYR is illustrated by these facts:

- It reaches 80% more homes than the No. 2 station in Syracuse.
- Its weekly circulation is as great as that of stations 2 and 3 combined!

That's probably because WSYR attracts the *adult, able-to-buy* audience by high quality programming in all major areas of entertainment and public service.

NBC in Central New York

*Nielsen Coverage Service No. 2

WSYR

Represented Nationally by HENRY I. CHRISTAL CO

5 KW • SYRACUSE, N. Y. • 570 KC

A SPARKLING 1 minute SHOW!

"the SHOWBIZ beat"

Here is radio's most sparkling one minute package!

The Showbiz Beat . . . full of fun and color. SHOWBIZ is taped while our B'way and Hollywood reporters exchange gossip over long-distance beeper phone.

These reports are done in 30 second packages—so you can insert 15 second spots in front and back—for a FULL ONE MINUTE PACKAGE!

A 30 minute tape is sent to you every Monday morning—with 60 colorful "gossip" items—PLUS some "quickie" interviews with Stars of B'way and Hollywood. YOU ALSO RECEIVE FREE PERSONALIZED OPENINGS AND CLOSINGS Identifying your STATION and/or SPONSOR.

Programming of this colorful—fun packed package starts October 20—IF YOU ORDER THIS PACKAGE NOW YOU WILL RECEIVE FREE —ONE WEEKS SERVICE! (Oct. 20 thru Oct. 26th).

And—the cost: You can have this package exclusively in your market for the LOW weekly cost of $10!

WIRE • PHONE • WRITE

kenny a. green, pres.

the SHOWBIZ *beat*

P. O. BOX 14 • WEbster 2-3540 • TULSA, OKLA.

Gobel Feature in 'Tv Guide' To Promote Color, Stereo Show

RCA and its NBC-TV-NBC Radio subsidiaries Oct. 21 will call upon *Tv Guide* subscribers to participate in an experiment designed to demonstrate its compatible color and stereophonic sound.

The Oct. 18 *Tv Guide* will include a four-page color gatefold (21 x 7½ inches) showing the bottom half of a tv screen and a still of the Oct. 21 *George Gobel Show*. At a given point in the program, Mr. Gobel and four models will suddenly "freeze" in a pose. The announcer will ask an estimated 40-50 million viewers to place the strip across the bottom of their screens, thus contrasting the black-and-white and color. (The pose on the screen will merge with that depicted in the ad.)

The reverse side of the gatefold will show viewers how to get stereo sound by placing an am radio adjacent to the tv set. A total of 107 cities will carry the simulcast. *Tv Guide* will print 6.5 million copies.

WNEW Speaks Up for Candidates

WNEW New York is airing nightly programs for the four qualified candidates for governor of New York state, the four qualified candidates for senator of New York state and the eight qualified candidates for senator in New Jersey, on *The People's Choice* series (Sun.-Fri., 9:30-10 p.m.). Professional radio performers hired by the station for the series deliver the speeches. Each candidate will be represented several times during the campaign period and the performers used will be rotated from night to night.

Medicine Explored on WMAR-TV

WMAR-TV Baltimore has announced two medical series for the enlightenment of its listeners who desire to keep abreast of the problems and advances in this field.

The *Know Our Children* series will begin Oct. 22 in cooperation with the Maryland Society for Mentally Retarded Children. The series will consist of four original dramas, acted by professionals from the Hilltop Theatre and written by Carol O'Shea, depicting "the problems created in a family into which a mentally retarded child is born."

The second WMAR-TV medical adventure, to be presented on alternate Saturdays by the Baltimore City Medical Society beginning Oct. 11, will be *Medicine '58*, a program which is going into its fifth season. In the past this show has "explored fifty different aspects of medical treatment" through the knowledge of over 100 experts. Twelve programs are planned for the coming season, including inquiries into headaches, hypertension, tuberculosis and pregnancy.

WQAM Lamp Burning Bright

How long, how many hours, minutes and seconds will a hurricane lamp in a Miami radio station burn on a continuous basis? WQAM Miami asked this question as part of its "Hurricane Lamp Contest." The prize offered was an all-expenses trip for two to Panama. E. M. Altman of Ft. Lauderdale, Fla., guessed that the lamp would burn for 76 hours, 15 minutes and 45 seconds. Actually, announced WQAM earlier this month, the lamp burned nearly six minutes longer than that. But Mr. Altman was close enough to begin planning his Panama trip.

CHCT-TV to Celebrate Tv Week

CHCT-TV Calgary, Alberta, telecast 24 hours a day during the seven days of Canadian Television Week (Sept. 28-Oct. 4). The station put special emphasis on community activities during its week-long promotion. CHCT-TV's present weekly live production average 16 hours. During Television Week an additional 30 hours of local live entertainment were scheduled. A telethon project of this duration has never before been attempted during the six years that Canadian television has been in operation, the station reported.

WRGB Hosts Sponsor's Salesmen

WRGB (TV) Schenectady, N. Y., hosted 165 General Baking Co. salesmen and their families at a buffet supper and to watch the rehearsal and broadcast of the company's commercial on the program *Seahunt*. Presiding at the informal sales meeting before and after the broadcast were Lee Barrett, General Baking Co.; Robert Reid, manager of marketing, WGY-WRGB; John Mortimer BBDO; Herb Koster, WRGB announcer, and George Spring, manager, WRGB sales.

NBC, CBC Set Program Exchange

NBC Radio's *Monitor* week-end service has started (Oct. 6) broadcasting the 1:30-5:30 p.m. segment each Saturday to the trans-Canada network of the CBC. Trans-Canada network of 40 stations, in turn, plans to make available to *Monitor* some of its outstanding programming from time to time. Commercials on *Monitor* will not be carried in Canada and similarly, Canadian commercials will be eliminated in feeds to *Monitor*.

VTR KICKOFF

Through videotape, a 29-station network each Sunday is presenting a live-quality, 45-minute digest of a Southwest Conference football game played the afternoon or night before.

The videotaped *Game of the Week*, which started with a trial run Sept. 13 at KPRC-TV Houston, Tex., was originated by Joe Wilkinson of McCann-Erickson for sponsorship by the Humble Oil and Refining Co. after he saw the first demonstration of VTR at KPRC-TV last January. Technical details were worked out by the KPRC-TV staff under the direction of Paul Huhndorff, chief engineer and operations manager. The first game digest (Texas A&M vs. Texas Tech) was telecast Sept. 21.

The *Game of the Week* is voted upon by Southwest Conference coaches the Sunday before the game is to be played. The station nearest the site of the game moves into the stadium on Friday with four cameras. On Saturday the entire game and pregame activities are fed to the station on a closed-circuit for taping. An editing crew cuts the tape to cover the top action. Remarks by *Game of the Week* commentator Kern Tips and crowd noise audio are dubbed on the single tape, as are commercials and a three-to-four-minute interview. The 45-minute tape is ready for telecasting at 5 p.m. Sundays.

ABC-TV to Spark Romance

ABC-TV will program *Chance for Romance*, which will "extend a chance for sincere friendship to mature unmarried men and women," beginning Oct. 13 (Mon.-Fri., 2-2:30 p.m.). On the program, a woman (or man) seeking friendship, will be introduced to three members of the opposite sex. The central participant will then have dates with all three and return to the program to give reactions to the three dates.

WGTO Adds Fountain to Gardens

WGTO Cypress Gardens, Fla., has added a new attraction for visitors to the Cypress Gardens. The station is maintaining as a merchandising promotion a fountain in the shape of a perfume bottle which sprays a continuous stream of Aquamarine Spray Mist, a product of Revlon Inc. Tourists who dip their handkerchiefs in the fountain soak up nearly a gallon of the solution each day, WGTO reports.

A-C on NBC Program 14 Years

Allis-Chalmers Mfg. Co., Milwaukee, has marked up 14 years of sponsoring the *National Farm & Home Hour*, now celebrating its 30th anniversary on NBC Radio. A story [MILESTONES, Oct. 6] inadvertently listed the Allis-Chalmers agency as Compton Adv. instead of Bert S. Gittins Adv., which handles the account.

WERE to Repeat Weather Service

WERE Cleveland, Ohio, has announced it will again offer a school emergency weather service initiated last year as a public service during extreme weather conditions. WERE furnishes wallet-size cards bearing the private number of the emergency telephone in the station's news room to all authorized school personnel. WERE also keeps a file of the persons to call if school closings become imminent. Questionable calls can be traced from the file. The station will broadcast school weather emergency reports from 6-9 a.m. and from 8 p.m. to 12 midnight, as well as bulletins during the day and night.

WRC-TV Premieres Variety Show

A local, live variety show entitled *Montage* started Oct. 6 on WRC-TV Washington, D.C., from 9:05 to 9:55 a.m. weekdays. Hosting the program designed for homemakers is Mac McGarry, who has rejoined WRC-TV after leaving a position with WBUF Buffalo, N.Y.

Mr. McGarry's program includes movies, interviews, records, fashion reports, entertainment suggestions, travel tips, news and weather information. Guest on the first day's show was District Commissioner Robert E. McLaughlin to discuss plans for a 1963 World's Fair in Washington.

WIBG Scouts for Spacemen

WIBG Philadelphia offered 99 M-11 Corporal Toy Missile Kits for the best answers received from listeners as to why each of them "would like to be the first person launched into outer space." The station reports that responses were received from both children and adults and included scientific, patriotic and humorous reasons for the desire to be rocketed into the heavens.

According to WIBG, answers ranged from the simple sincerity of a youngster who declared he wants to be shot into space "because I would like to know what space looks like," to the reply from one individual that he has desired to leave the earth ever since his engine developed trouble 683 years ago, forcing him to land here without being allowed to go home and see his parents.

Ice Thickens at UPIBI Meeting

A political workshop sponsored by United Press International Broadcasters of Iowa at Cedar Rapids Sept. 26 developed unscheduled ramifications and produced page one stories in Iowa newspapers the following two days.

The workship sessions, to which Iowa radio and television stations were invited to obtain interviews with candidates for public office, were spotlighted when Iowa Gov. Herschel C. Loveless refused to pose for pictures with his Republican opponent, Dr. William G. Murray. Their cool relations started Sept. 12 when a Republican news release implied by "association" that part of the unrecovered $300,000 Greenlease kidnap ransom money might have been used in Gov. Loveless' 1956 campaign. Dr. Murray later said the statement had been misinterpreted. At the Friday workshop both candidates taped and filmed separate interviews for about 20 stations, but stayed clear of each other.

In addition to the two gubernatorial candidates, the two candidates for lieutenant governor, and most of the candidates for Iowa's eight congressional seats attended the meeting and were interviewed by the broadcasters.

Colonial History on WJAR-TV

WJAR-TV Providence, R. I., recently helped its viewers toward a better appreciation of their local historical heritage with a five-part lecture series entitled "Colonial New England." Professor Robert Deasy of Providence College conducted the filmed series which was shown on *The World Around Us* program. According to WJAR-TV, the films shown covered "the history of the New England States from the earliest days of colonization to the period preceding the American Revolution," including a discussion of the Rhode Island Colony as a sanctuary for religious dissenters.

'Omnibus' Alternate Named

NBC-TV announced last week that *NBC Kaleidoscope* will alternate with its *Omnibus* program (Sunday 5-6 p.m.), beginning Oct. 19. The program, as yet unsponsored, will be a "new departure in public affairs and pictorial journalism and will also explore new forms and subjects in all entertainment fields, from Broadway to ballet," according to Robert F. Lewine, NBC-TV vice president in charge of programming.

KTBC Celebrates 24-Hour Service

To inaugurate its first day of 24-hour broadcasting KTBC Austin, Tex., offered prizes to listeners for midnight to 6 a.m. if they could bring to the station the "strange things" announced by program director Cactus Pryor. The first person to deliver a black goat won a shotgun and the first person to arrive in a red flannel nightgown won a matttress. Other "things" asked for were a pig in a diaper, a bathing contest winner wearing her bathing suit, an owl and a hockey puck, which was thought to be a rarity in Texas, but winners turned up for each event.

Lucy Singles as Sophisticate

"Pardon My Gloves," a film show to appear on Westinghouse Desilu Playhouse, will see Lucille Ball in her first solo tv comedy role since playing Lucy Ricardo, wife of Desi Arnaz' Ricky Ricardo, according to Desilu Productions Inc. The film is about a sophisticated girl who inherits a prize fighter, and will also mark the first assignment from the Ball-Arnaz series for two of Desi and Lucy's script writers, Bob Carroll Jr. and Madelyn Pugh Martin.

ABC-TV Schedules Detroit Show

ABC-TV will program *Soupy's One*, featuring Detroit comedian Soupy Sales, in 12-12:30 p.m. time period effective Saturday (Oct. 18). Mr. Sales has been on ABC-owned WXYZ-TV Detroit since 1953.

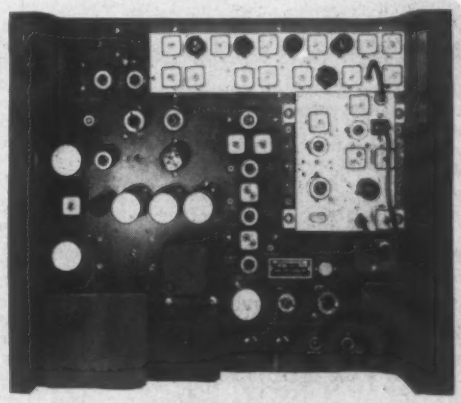
NEMS • CLARKE

Type TRC-1

TV Color

Rebroadcast

Receiver



The Type TRC-1 Color Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of black and white and color signals.

SPECIFICATIONS

VIDEO CHANNEL

Output terminal	75 ohms, coaxial
Level	Adjustable up to approximately 1 volt, peak to peak
Polarity	Sync negative
Frequency response	To 4.2 mc

SOUND CHANNEL

System	Separate IF (not intercarrier)
Output level	Adjustable from 0 to 18 dbm
Output impedance	600 ohms or 150 ohms, balanced or unbalanced
Frequency response	30 to 15,000 cycles with standard 75-u sec de-emphasis
Distortion	Less than 1%
Noise level	50 db below +0 dbm

SYNC CHANNEL

Output connection	75 ohms, coaxial
Output level	3 volts, peak to peak
Polarity	Negative

MISCELLANEOUS

Gain control	Manual or keyed automatic
RF input connection	75 ohms, coaxial
Crystal controlled R.F.	Employed for maximum and unattended operation
Power supply	Self-contained
Power requirements	117 volts, 60 cycles, 150 watts

NEMS CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA

919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. WEILER

JOHN M. WEILER, advertising director, Manhattan Shirt Co., N. Y., elected to v.p. in charge of Manhattan's new advertising division; **ROBERT L. LEEDS JR.,** marketing director, to v.p. of marketing. Both are board members. Manhattan, new to network tv [ADVERTISERS & AGENCIES, Sept. 15] retains two agencies, Doner & Peck Adv. and Daniel & Charles Adv.

MR. LEEDS

EDWARD A. OCHS, general sales manager, Hazel Bishop Inc., N. Y., to v.p. of cosmetics firm.

LINCOLN DIAMANT, formerly with McCann-Erickson, N. Y., copy department and for past three months copy chief of KGA Inc., named v.p.-copy director, Delehanty, Kurnit & Geller Adv. Inc., N. Y. KGA is sales promotion division of agency.

DR. WILLIAM T. STRAUSS, previously medical advisor of Ciba Pharmaceutical Products Inc., Summit, N. J., elected v.p. of SchenLabs Pharmaceuticals Inc. (ethical pharmaceutical affiliate to Schenley Industries Inc.), succeeding **DR. B. MARR LANMAN,** resigned to form own pharmaceutical advertising agency, but who will continue to serve SchenLabs as consultant. Dr. Strauss was also appointed director of firm.

J. MITCHELL JABLONS, formerly with Ted Bates & Co., and FCC as assistant to former Comr. F. B. Hennock, joins Jordan, Sieber & Corbett Inc., Chicago and New York, as director of professional relations.

DOUGLAS S. CAMPBELL, formerly sales promotion manager of Scott Paper Co., Chester, Pa., joins Neville & Ronald Inc., Philadelphia advertising agency, as director of marketing services.

R. C. (JIM) BROWN, with BBDO 14 years as assistant account executive, copy group head and manager of radio-tv promotion and publicity, named manager of corporate public relations with BBDO's public relations department, succeeding **RICHARD M. DETWILER,** resigned to become director of publicity of Wool Bureau Inc.

DR. JOHN KISHLER, director, New York office of Social Research Inc. (motivation research) and agency consultant, to Institute for Motivational Research as research development director, new position.

FRANK SHARPE, administrative supervisor of Reach, McClinton's New York office, assumes additional post of manager of tv traffic department. **JAMES W. GALE,** formerly with William Esty, and **SYLVAN BLAKE** added to department.

DANIEL E. CHARNAS, assistant media director at Lennen & Newell, advertising agency for P. Lorillard Co., has moved to client as media director.

ERNIE SCHULTZ JR. joins James B. Rogers Associates Inc., Baltimore advertising agency, as copy chief and radio-tv director.

MRS. LELA BINGHAM, formerly continuity director and special broadcaster at WJBK Detroit, joins Truppe, LaGrave & Reynolds Adv., Des Moines, as copy supervisor.

GERALD MILLER and **RUTH McCARTHY,** members of copy staff at Erwin Wasey, Ruthrauff & Ryan, N. Y., promoted to copy supervisors.

MRS. SELMA BARON, account supervisor and radio-tv time buyer for Amundson Bolstein Adv. of Iowa, appointed radio-tv director of Wattenmaker Adv., Cleveland.

PAYNE WILLIAMS joins Comstock & Co., Buffalo, as creative writer-director on its tv-radio staff.

ALVIN E. JADURLUND, previously with Coffee Products Corp. as plant and office manager, and before that with Fuller & Smith & Ross Inc., to Cohen & Aleshire Inc., as office manager.

WILLIAM BOBETSKY, former art director at Kenyon & Eckhardt, joins Wunderman, Ricotta & Kline Inc., both New York.

GORDON HOFF, formerly with Leo Burnett Co., appointed art director at John W. Shaw Adv., both Chicago.

JAMES YOUNG, tv producer formerly with Hal Seeger Productions, and **SYLVESTER CLEARY,** account executive, Sullivan, Stauffer, Colwell & Bayles, join Reach, McClinton, N. Y., in similar capacities.

DON LEA, previously with Charles Bowes Adv., to Compton Adv. as account supervisor in Los Angeles office.

TONY COSTANZO, formerly with Grant Advertising, N. Y., to Fuller & Smith & Ross, N. Y., as public relations account executive.

JOSEPH M. BARNETT JR., formerly with Fletcher D. Richards Inc., N. Y., as account executive, to Charles Bowes Adv., L. A., in similar capacity. **HOWARD C. BORSCHEL JR.,** previously with Brown-Forman Distillers, to Charles Bowes as account executive.

RAMON J. CABRERA, formerly account supervisor at Dancer-Fitzgerald-Sample, joins Street & Finney, N. Y., in similar capacity. **B. WILLIAM DEC** and **ELENORE SCANLAN,** both formerly of BBDO, to Street & Finney as art director and radio and tv time buyer, respectively.

GEORGE W. SCOTT, previously with Crane Co., Chicago, as assistant to personnel director, to Detroit office of Grant Adv. as member of creative staff.

WILLIAM J. GRIFFIN JR., 54, executive v.p. of Kudner Adv., N. Y., died Oct. 3 in New York Hospital. Mr. Griffin joined Kudner in 1956 following earlier service with J. Walter Thompson Co. and Erwin Wasey & Co. (now Erwin Wasey, Ruthrauff & Ryan).

FILM

MR. BERGMANN

ROBERT BERGMANN, producer-account executive for Transfilm Inc., N. Y., producer of tv film commercials, appointed v.p. in charge of company's tv division. **THOMAS WHITESELL,** previously senior producer with Transfilm, named v.p. in charge of motion picture production.

MR. SEIDELMAN

ROBERT SEIDELMAN promoted from syndication sales manager of Screen Gems Inc., New York, to director of syndication sales, filling vacancy created when **JERRY HYAMS** was elected v.p. in charge of syndication in July. Mr. Seidelman joined SG in January 1957 as syndication sales manager following company's absorption of Hygo Television Films and Unity Television Corp., which he had served as v.p. and sales manager.

MR. SMITH

EDWIN J. SMITH appointed director of international operations of ABC Films Inc. announced president George T. Shupert. Mr. Smith will operate from company's New York office. He previously was v.p. and general manager of Allied Artists International Co. and Interstate Television, headquartering in London.

ROBERT L. MILLER, formerly print expediter for Unity Television Corp., N. Y., and other film distributors, appointed to newly-created post of traffic supervisor for Telestar Films Inc., N. Y.

PAUL HARRISON signed by Anso-Desilu Productions, Hollywood, to direct series of Ann Sothern shows, alternating with **SIDNEY MILLER.**

ELMO WILLIAMS, Academy Award winner for editing of "High Noon," signed as director and supervising film editor for Bryna Productions' tv series based on Viking themes and legends. Mr. Williams will share directing with **GEORGE M. CAHAN,** who will also produce 39 half-hours. Series is geared for airing next fall.

DANN CAHN promoted to editorial consultant of Desilu Productions, Hollywood. **BILL HEATH,** editorial manager for Desilu, elevated to supervising film editor. **TED RICH** named Mr. Heath's assistant.

NETWORKS

CHARLES EARLE, formerly with WSAZ-TV Huntington, W. Va., and WHN (now WMGM) New York, most recently with Paramount Pictures Corp., to ABC press information as assistant magazine editor.

STATIONS

R. J. McELROY, president of Black Hawk Broadcasting Co. (KWWL-AM-TV Waterloo, Iowa), assumes position of KWWL-TV general manager replacing **JOHN ESAU.** Other announcements: **DON E. INMAN,** formerly head of marketing division of KWWL-AM-TV, to acting sales director of KWWL-TV and **GENE LOFFLER,** formerly general manager of KAUS Austin, Minn., to director of operations for KWWL-TV.

CONNIE B. GAY, president and chairman of board of Town and Country Network and recent purchaser of KITE San Antonio, announces that Texas station will be operated under new corporation, Connie B. Gay Inc., of which Mr. Gay will serve as president and board chairman. **JANE E. TRIMMER** will be executive v.p., **N. S. TWEEL** is radio v.p.; **TOM SAWYERS,** secretary-treasurer, and **ALEX COE,** v.p. and general manager of station.

MR. TAYLOR

DALE L. TAYLOR, formerly manager of WINR Binghamton, N. Y., named manager of WENY Elmira, N. Y., succeeding **LAMBERT F. (BILL) POPE,** retiring at end of 1958 after 31 years in radio. Since May of this year, Mr. Taylor has been in Rochester working on development of combination of national advertising for Gannett broadcasting stations (both stations named above are part of Gannett group of four radio and four tv stations).

MR. BELL

CHARLES E. BELL, national sales manager of WSPA-TV Spartanburg, S. C., promoted to general sales manager of station. Mr. Bell was formerly director of television at WBTV (TV) Charlotte, N. C. **JOHN P. SHOLAR,** previously sales manager of WNOK-TV Columbia, S. C., appointed local and regional sales director for WSPA-TV.

SAM W. SLOAN appointed station manager of WOHO Toledo, Ohio. **GEORGE D. STEARNS,** formerly of WMIC Monroe, Mich., named chief engineer of WOHO, succeeding **EDWIN J. POWELL,** who joins Collins Radio Co.

CHARLES H. CRUTCHFIELD, executive v.p. and general manager, WBT Charlotte, N.C., honored on his 25th anniversary with Jefferson Standard Broadcasting Co. (WBT, WBTV [TV] Charlotte, WBTW [TV] Florence, S.C.).

MR. PARIS

HERMAN PARIS, v.p., WWDC Washington, D. C., adds duties of national sales manager for WMBR Jacksonville, Fla., in cooperation with CBS Spot Sales. Mr. Paris joined WWDC as account executive in 1944, became general sales manager two years later and was named v.p. in 1956.

BILL PARKER, formerly WOC Davenport, Iowa, local and regional sales manager, to KSTT Davenport as sales manager. **TOM ELKINS,** KSTT air personality, adds duties of publicity director.

JEROME K. McCAULEY, assistant account executive with WMGM New York for past four years, promoted to assistant station sales manager.

JOE HUDGENS, director of promotion and assistant program director, KRNT-AM-TV Des Moines for past 3½ years, promoted to stations program director, replacing **DICK COVEY,** resigned, effective Oct. 18. **GUY KOENIGSBERGER,** KRNT-TV promotion and creative advertising manager, appointed assistant program director for KRNT-AM-TV. **RIC DEVINE,** sales service and research director, to promotion manager of both stations. **TOM HEMPHILL** promoted from assistant to production manager of KRNT-TV.

GORDON GRANT, formerly on radio sales staff of Radio & Tv Div. of Triangle Publications Inc., transferred to television sales staff of that division in New York City, succeeding **HOWARD W. MASCHMEIER,** recently appointed assistant general manager of WNHC-TV Hartford, Conn. (PEOPLE, Sept. 29).

WILLIAM F. (BUD) HOUSNER, formerly sales manager of WPTV (TV) and WEAT-TV both West Palm Beach, Fla., to WSUN-TV St. Petersburg, Fla., sales staff.

FRANK RIDOLPHI, WSFA-TV Montgomery, Ala., business manager, advanced to administrative assistant.

LOU SWEENEY, floor manager, KNXT (TV) Los Angeles, promoted to sales service manager, and **GORDON FRENCH,** CBS Radio, named sales traffic manager for KNXT.

ARNOLD (KNIP) KNIPPENBERG, formerly with KNOX-TV St. Louis as account executive, to KTVI (TV) St. Louis in similar capacity.

PAUL T. SCHEINER, formerly with Ziv Television Programs as San Francisco account executive, to KTVU (TV) Oakland, Calif., as account executive.

PHIL BRESTOFF, previously with WXYZ Detroit as studio manager, joins KABC Los Angeles as account executive.

NORMAN CISSNA, formerly Midwest sales manager for WNTA-TV Newark, N. J., to KMOX-TV St. Louis as account executive.

H. DuWAYNE (DUKE) HANSON, formerly advertising manager of Wolff, Kubly & Hirsig, Madison, Wis., appointed account executive of WKOW-TV Madison.

LEE GAYNOR, formerly media supervisor at Dancer-Fitzgerald-Sample, and before that time-buyer with Doherty, Clifford, Steers & Shenfield, appointed to New York sales staff of The Friendly Group of stations. Friendly Group includes WSTV-AM-FM-TV Steubenville, Ohio; WHTO-TV Atlantic City, N. J.; WPIT Pittsburgh; KODE-AM-FM-TV Joplin, Mo.; WPAR, WAAM (FM) Parkersburg, W. Va.; and KMLB-AM-FM Monroe, La.

JOHN PIET promoted from WMNI Columbus, Ohio, afternoon news staff to assistant news director. Other WMNI appointments: **KEN KELLER** as air personality and **MARTIN GEER** to continuity and traffic department.

DICK WHITAKER, in WWDC Washington, D. C., news department, elevated to assistant program director.

DAVE VOWELL, previously promotion manager and feature writer for *Tv-Radio Life* magazine, named assistant director of public relations of KTLA (TV) Los Angeles.

GERALD SPINN, formerly with WBZ Boston, joins WHK Cleveland as program director, replacing **S. G. (RUDY) RUDERMAN,** resigned.

KENNETH MAYER, news commentator for WCAU-AM-FM-TV Philadelphia for past four years, joins WFBM-AM-TV Indianapolis as news manager, replacing **GEORGE MORRISON,** resigned effective Nov. 1. **JOHN R. PETERSON,** formerly with WIMA-AM-FM-TV Lima, Ohio, as staff announcer, joins WFBM-TV in similar capacity.

ABP

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

DON BRICE named director of news and public affairs at KIRO Seattle, Wash.

PAT PHELAN, city editor of *Columbus* (Ohio) *Citizen,* appointed news director of WTVN-TV Columbus.

BOB SMITH, air personality, WCPO-TV Cincinnati, adds duties as d.j. on WCPO-AM-FM.

KING RICHARD, previously with WRIT and WKOY both Milwaukee, joins KWK St. Louis as air personality.

STUDS TERKEL, author, actor and broadcasting personality, signed by WFMT (FM) Chicago, for new *Wax Museum* series, returning to radio after 10 years.

DICK VANCE, previously with WEEK-AM-TV Peoria, Ill., as air personality and salesman, to KSO Des Moines as personality.

JIM TAGUE, previously with KPLC-TV Lake Charles, La., as sports director, joins KTIV-TV Sioux City, Iowa, announcing staff.

TED KASPER to WEBC Duluth, Minn., as d.j.-air personality.

HARRY NOVIK, general manager, WLIB New York, appointed to public relations advisory committee of Urban League of Greater New York.

FRANCES FARMER, motion picture and television actress, signed by WFBM-TV Indianapolis to emcee weekday afternoon series of feature-length movies.

DONN HOLLAND leaves WBZY Torrington for WBRY Waterbury, both Connecticut, as air personality.

G. HOWARD TINLEY JR., formerly program director WIPA Annapolis, Md., to program department of WABW Annapolis as air personality.

BOB NIEMAN, outfielder for professional baseball team, Baltimore Orioles, signed as m.c. by WMAR-TV Baltimore.

BECKY McCALL, previously with KATV (TV) Pine Bluff, Ark., as women's director, to KFJZ-TV Fort Worth as executive secretary to station president and v.p. and also as air personality.

JOE GRADY and **ED HURST** to WRCV Philadelphia as early morning personality team.

DALE MILFORD, KWTX Waco, Tex., weatherman, to WFAA-TV Dallas in similar capacity succeeding **WARREN CULBERTSON.**

ED BONNER, KXOK St. Louis d.j., is appearing in Universal-International's film, "Once Upon a Horse." **BURT H. NOH** assigned to KXOK Washington news bureau.

JOEL ROSE, newscaster and announcer at WPFB Middletown, Ohio, and host of *Music from Miami* series on WCKY Cincinnati, goes to WHKK Akron, as feature news personality.

ELMER D. FREE, 63, on executive sales staff, WCAO Baltimore, died following heart attack. At one time Mr. Free headed Baltimore advertising agency bearing his name.

REPRESENTATIVES

MR. THOMPSON

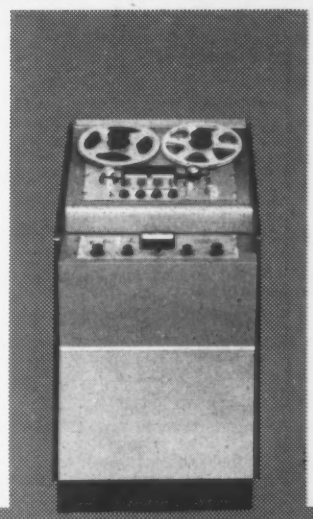
JOHN A. THOMPSON, radio sales manager, Peters, Griffin, Woodward, elected v.p. in New York. Mr. Thompson joined PGW's radio sales staff in 1947, after association with McCann-Erickson and Edward Petry & Co. He holds distinction of having twice won PGW's "Radio Colonel of the Year," awarded annually for sales achievement.

DAVID N. SIMMONS, president of Simmons Assoc. Inc., New York, has reported he will remain in broadcast business but has not yet announced future plans. Simmons Assoc., formed 3½ years ago by Mr. Simmons, has closed its offices in New York. Mr. Simmons, at one time with John H. Blair & Co., has been in broadcast industry 29 years.

DAVID H. SANDEBERG resigns as v.p. and Pacific Coast manager of Avery-Knodel Inc. Mr. Sandeberg was previously San Francisco manager for McClatchy Broadcasting Co. and also Pacific Coast manager for Paul H. Raymer Co.

PAUL D. CAMPBELL, formerly of J. Walter Thompson Co., to Venard, Rintoul & McConnell, N. Y., as account executive.

ARTHUR W. BAGGE, midwest sales manager, Peters,



THE

AMPEX 351

WITH

ALL NEW ELECTRONICS

SEE YOUR AMPEX DEALER

AMPEX CORPORATION professional products division

854 Charter Street
Redwood City
California

A HAZARD THAT NEVER SLEEPS

A daily occurrence — Radio and TV Stations are accused of

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

through act of station, staff, announcer, speaker, talent, commentator, sponsor.

THE SPOKEN WORD IS MASTER!

BUT you can INSURE

against embarrassing loss by having our unique

Excess Policy

at amazingly low cost. Write for details and rates

EMPLOYERS REINSURANCE CORPORATION

21 WEST TENTH STREET
KANSAS CITY, MO.

New York, 107 William St. | Chicago 175 W. Jackson | San Francisco 100 Bush St.

Griffin, Woodward Inc., elected director of Broadcasting Advertising Club of Chicago. With PGW 10 years, Mr. Bagge for past two years has been midwest vice president of Station Representatives Assn.

PROGRAM SERVICES

BOB WOODBURN, partner in Group Productions, Detroit, and formerly v.p. for sales and production in Detroit office of Van Praag Productions, appointed resident sales v.p. in Chicago for Alexander Film Co., Colorado Springs, replacing **W. A. HILLHOUSE,** assigned to similar position in San Francisco.

GEORGE R. JONES appointed administrator of recording operations and **M. S. (MAC) HARDY** named national plant manager for Capitol Records Inc., Hollywood. Mr. Jones was previously West Coast manager for Langlois Filmusic Inc. Mr. Hardy has been with Capitol since 1946 and will continue as manager of Scranton (Pa.) plant.

ROBERT R. MALLORY, formerly staff supervisor, Air Defense Command, under AT&T's Defense Communications Manager in Kansas City, Mo., joins Page Communications Engineers Inc., Washington, D. C., as assistant to executive v.p.

GEORGE CHARLES, formerly producer of NBC-TV's *Polly Bergen Show,* to Mills-Park Milford Inc., New York television producer and packager, in executive capacity.

LARRY HARMON, "voice" of Bozo the Clown, signed to exclusive recording contract by Capitol Records, Hollywood. Contract also gives Capitol exclusive rights to characters, tv and screen properties owned by Larry Harmon Productions Inc., which can be adapted to records.

PROFESSIONAL SERVICES

MR. KRAUTTER

L. MARTIN KRAUTTER, previously v.p. and general manager of Chicago office of Maxon Inc., joins management team of Klau-Van Pietersom-Dunlap Inc., Milwaukee and Chicago, as executive v.p. From 1944 to 1949 Mr. Krautter was with Henri, Hurst & McDonald Inc., Chicago, as v.p., director, stockholder and account supervisor.

GENE FITTS, formerly director of station services for MBS, named director of station relations for World Travelers' Club, N. Y., "due bill" advertising organization functioning among advertisers and radio-tv stations and publications.

GEORGE DRYFOOS, for ten years manager of Picker X-Ray Corp., N. Y., to Gene Deitch Assoc., N. Y., as sales and client contact.

MANUFACTURING

DAN W. BURNS and **ROBERT T. CAMPION** elected vp.'s of The Siegler Corp., L. A. Mr. Campion, continuing as secretary of corporation, was formerly with Alexander Grant & Co., Chicago certified public accountants. Mr. Burns was named president of Hufford Corp., Siegler subsidiary located in El Segundo, Calif., earlier this year.

MR. BURNS

DR. MARTIN SCHILLING resigns as chief, projects management staff, Research and Development Div. for Army Ordnance Missile Labs at Redstone Arsenal, Huntsville, Ala., to join Raytheon Manufacturing Co.'s (Waltham, Mass.) Missile Systems Div. as programs manager and director of advanced development.

MR. CAMPION

ROBERT E. McDOWALL, previously with accounting firm of Arthur Young & Co., L. A., elected treasurer of Cohu Electronics Inc. and will locate in San Diego where corporation has its Kin Tel Div.'s offices.

EUGENE J. TANNER, assistant controller, Allen B. DuMont Labs, to controller, succeeding **GEORGE G. McCONEGHY,** resigned.

WILLIAM H. MYERS, business development planning, Harrison plant of RCA, appointed manager, market planning-special projects, entertainment tube products department, RCA Electron Tube Div. there.

CHARLES V. DICKMAN, formerly district manager for Hearing Aid Div., Zenith Radio Corp., to Conrac Inc., L. A., as national sales manager for company's Fleetwood products.

SOL ZECHTER, section manager in Transistorized Devices Lab, Government and Industrial Div., Philco Corp., Philadelphia, promoted to manager of Devices Lab.

HARVEY L. HELLERING, formerly general manager for Executive Communications Systems, N. Y., to ITT industrial products division as eastern regional sales manager, headquartering at Lodi, N. J.

LOUIS E. RISNER and **JACK PYLE,** semiconductor engineering specialists, appointed by Semiconductor Div., Hoffman Electronics Corp., L. A., to Los Angeles and Pacific Southwest area and Central California and Pacific Northwest respectively. Mr. Risner was formerly with Magna Electronics Corp., L. A., Mr. Pyle, with Sylvania Electric Products Inc.

TRADE ASSNS.

DONALD J. PLUNKETT, Capitol Records Inc., succeeds **SHERMAN M. FAIRCHILD,** Fairchild Recording Co., as president of Audio Engineering Society for new year. Other officers named at 10th annual convention in New York included **H. E. ROYS,** RCA, central v.p.; **HERBERT E. FARMER,** U. of Southern California, western v.p.; **C. J. LeBEL,** Audio Instrument Co., reelected secretary, and **RALPH A. SCHLEGEL,** RKO Teleradio Pictures Inc., WOR New York Div., reelected treasurer.

BOBB CHANEY, v.p. of BBDO and general manager of agency's Minneapolis office, named national program chairman of 55th annual convention of Advertising Federation of America to be held in Minneapolis June 7-10, 1959.

JOHN CHASE, WHFB Benton Harbor—St. Joseph, Mich., farm director, named chairman of Civil Defense Committee of National Assn. of Television and Radio Farm Directors.

M. PETER KEANE, technical director of Screen Gems Inc., N. Y., appointed member of board of managers of Society of Motion Picture & Television Engineers, New York section.

EDUCATION

DEAN EARL V. MOORE of U. of Michigan's School of Music appointed music program advisor for Educational Tv & Radio Center, Ann Arbor, Mich.

DR. EDWARD W. BORGERS, formerly member of radio and tv department of Bruce B. Brewer & Co., Kansas City advertising agency, appointed assistant professor of telecommunications in U. of Southern California.

INTERNATIONAL

BRUNO COMEAU, formerly of commercial division of Canadian Broadcasting Corp., Montreal, to head of French-language radio and television news service of CBC at Montreal.

JACK R. KENNEDY, for past six years television sales representative of Canadian Broadcasting Corp., Toronto, Ont., and **WILLIAM V. STOECKEL,** for many years with station representative firms All-Canada Radio Facilities Ltd., and Television Representatives Ltd., Toronto, have joined CFRB Toronto, as sales representatives.

JIMMY ZAZA to news editor of CKGB Timmins, Ont. **DON KOHLES,** formerly of CHOV Pembroke, Ont., to CKGB as announcer. **COLLEEN HAUNCH** to CKGB continuity editor.

GEORGE OLIVER, salesman of CKBB Barrie, Ont., to sales staff of CFCH North Bay, Ont.

JOE McINTYRE, technician of CKWS-TV Kingston, Ont., to CKCO-TV Kitchener, Ont.

DAVID CROMPTON, announcer of CKLY Lindsay, Ont., to announcer staff of CHEX Petersborough, Ont.

UPCOMING

October

Oct. 13: New York AP Broadcasters Assn. annual meeting, Sheraton-Ten Eyck Hotel, Albany.
Oct. 13: Virginia AP Broadcasters Assn., annual meeting, Hotel Roanoke, Roanoke.
Oct. 13-15: National Electronics Conference, Hotel Sherman, Chicago.
Oct. 13-15: Kentucky Broadcasters Assn., fall meeting, Chesmotel Lodge, Hopkinsville.
Oct. 14-17: National Assn. of Educational Broadcasters, annual convention, Sheraton-Fontenelle Hotel, Omaha, Neb.
Oct. 15: Massachusetts Assn. of Broadcasters, University Club, Boston.
Oct. 15-19: Radio Television News Directors Assn., annual convention, Sheraton-Blackstone Hotel, Chicago.
Oct. 17: Ohio Assn. of Broadcasters, annual convention, Athletic Club, Columbus.
Oct. 17-19: Women's Advertising Clubs, Midwest inter-city conference, Sheraton-Cadillac Hotel, Detroit.
Oct. 19-21: Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.
Oct. 20-24: Society of Motion Picture & Television Engineers, 84th semi-annual convention, Sheraton-Cadillac Hotel, Detroit, Mich.
Oct. 21-22: Illinois Broadcasters Assn., fall meeting, Inman Hotel, Champaign.
Oct. 22-24: NBC Radio and Television affiliates annual meeting, Plaza Hotel, New York.
Oct. 23-24: Audit Bureau of Circulation, 44th annual meeting, Drake Hotel, Chicago.
Oct. 23-25: AFA, 10th district convention, Lubbock, Tex.
Oct. 23-26: High Fidelity Music Show, Wisconsin Hotel, Milwaukee.
Oct. 24-26: AFA, third district convention, Raleigh, N. C.
Oct. 25: UPI Broadcasters of Indiana, fall meeting, Van Orman Northcrest Hotel, Fort Wayne.
Oct. 25-26: AWRT, Pennsylvania conference, Erie.
Oct. 27-28: AAAA, eastern region's annual meeting, Biltmore Hotel, New York City.
Oct. 28-29: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.
Oct. 29: U.C.L.A. Publicity Clinic, Chamber of Commerce, Los Angeles.
Oct. 29-30: CBS Radio Affiliates Assn., annual convention, Waldorf-Astoria Hotel, New York City.
Oct. 30-31: IRE, electron devices meeting, Shoreham Hotel, Washington.
Oct. 31: AFA, second district meeting, Shoreham Hotel, Washington.
Oct. 31-Nov. 2: Women's Advertising Clubs, Eastern inter-city conference, Washington.

November

Nov. 5: AAAA, east-central region's annual meeting, Commodore Perry, Toledo, Ohio.
Nov. 5-7: Public Relations Society of America, 11th national conference, Waldorf-Astoria Hotel, New York.
Nov. 9-12: Assn. of National Advertisers fall meeting, The Homestead, Hot Springs, Va.
Nov. 13-14: Tennessee Assn. of Broadcasters, Knoxville.
Nov. 13-15: Missouri Assn. of Broadcasters, Chase Hotel, St. Louis.
Nov. 14: Oregon Broadcasters Assn., fall meeting, Hotel Marion, Salem.
Nov. 15-16: AWRT, Indiana conference, Indianapolis.
Nov. 16-19: Broadcasters' Promotion Assn., third annual convention, Chase Hotel, St. Louis.
Nov. 19: Television Bureau of Advertising, board of directors meeting, Waldorf-Astoria Hotel, New York City.
Nov. 19: ABC-TV Primary Affiliates, meeting, New York.
Nov. 20: TvB, sales advisory committee meeting, Waldorf-Astoria Hotel, New York City.
Nov. 20-21: National Business Publications, Chicago regional conference. Drake Hotel, Chicago.
Nov. 21: TvB, annual meeting of members, Waldorf-Astoria Hotel, New York City.

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.
Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Claremore.
Jan. 23-25: Advertising Assn. of the West, mid-winter conference, San Jose, Calif.
Jan. 23-25: AWRT, Michigan conference, Detroit.

April

April 16-19: Advertising Federation of America, fourth district annual convention, Desert Ranch and Colonial Inn, St. Petersburg, Fla.
April 30-May 3: AWRT national annual convention, Waldorf-Astoria Hotel, New York City.

NAB FALL CONFERENCES

Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D. C.

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 2 through Oct. 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Durham, N. H.—U. of New Hampshire—Granted ch. *11 (198-204 mc); ERP 60.3 kw vis., 30.2 kw aur.; ant. height above average terrain 956 ft., above ground 398 ft. Estimated construction cost $161,852, first year operating cost $64,030. P. O. address % Eldon L. Johnson. Studio location Memorial Union Bldg., U. of N. H. Trans. location top of Saddleback Mt., Deerfield. Geographic coordinates 43° 10′ 41″ N. Lat., 71° 12′ 19″ W. Long. Trans. Standard Electronic, ant. GE. Legal counsel Covington & Burling, Washington. Consulting engineer Charles F. Halle, Durham. Announced Oct. 2.

APPLICATION

Charlotte Amalie—St. Thomas, Virgin Islands—Island Bcstg. Corp. ch. 10 (192-198 mc.); ERP .222 kw vis., .111 kw aur., ant. height above average terrain 1,611 ft., above ground 197 ft. Estimated construction cost $60,845, first year operating cost $37,000, revenue $42,000. P. O. address 190 Scranton Ave., Lynbrook, L. I., N. Y. Studio-Trans. location Mountain Top Estates, Signal Hill, 1.5 mi. northwest of Charlotte Amalie. Geographic coordinates 18° 21′ 31″ N. Lat., 64° 56′ 55″ W. Long. Trans., ant. RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. **Robert Moss,** in supervision and production of radio program *Make Believe Ballroom,* and **Robert E. Noble Jr.,** WABC New York sales manager, are equal partners. Announced Oct. 6.

Translators

ACTIONS BY FCC

Palm Springs Translator Station Inc., Palm Springs, Calif.—Granted 90-day temporary authority to operate tv translator stations **K70AL** and **K73AD** by remote control, without prejudice to any determination Commission may make in pending hearing on its applications; accepted for filing applications for mod. to provide regular remote control operation but withheld action until decision in above docket cases. By letter, denied request by Palm Springs Community Television Corp. that mod. applications not be accepted for filing. Announced Oct. 8.

Renville County TV Corp. (% Robert G. Johnson) **Olivia, Minn.**—Granted cps for two new tv translator stations—one on ch. 71 to translate programs of **KSTP-TV** (ch. 5), **St. Paul,** and the other on ch. 79 to translate program of **KMSP-TV** (ch. 9), **Minneapolis.** Announced Oct. 8.

Teleservice Co. (3582 Calkins Ave.) **Roseburg, Ore.**—Granted cp for new tv translator station on ch. 83 to translate program of **KOIN-TV** (ch. 6), **Portland.** By letter, denied petition by Southwest Oregon Television Bcstg. Corp. (KVAL-TV, ch. 13), Eugene, to designate application for hearing. Announced Oct. 2.

Manson Community Tv Co., Manson, Wash.—Granted cp for new tv translator station on ch. 75 to serve **Manson** and **Chelan** by translating programs of **KXLY-TV** (ch. 4), **Spokane;** waived type approval rules, with conditions. (Applicant's previous translator permit expired June 1 by its own terms.) Announced Oct. 8.

CALL LETTERS ASSIGNED

K70BF Douglas, Ariz.—City of Douglas Translator Committee.

K73AL Truth or Consequences, N. M.—Municipal School District # 6.

K70BE Butte Falls, Ore.—Calif.-Ore. Tv Inc.

K76AM, K79AE and K71AL, Tillamook, Ore.—Tillamook Tv Translator Inc.

New Am Stations

ACTIONS BY FCC

Boaz, Ala.—Marshall County Bcstg. Co.—Granted 1300 kc, 300 w D. P. O. address 1073 50 St. Ensley, Birmingham 8, Ala. Estimated construction cost $10,452, first year operating cost $19,620, revenue $21,000. **Vearl Cicero** is sole owner. Mr. Cicero is communication engineer. Announced Oct. 8.

North Syracuse, N. Y.—James A. McKechnie—Granted 1220 kc, 1 kw D. P. O. address 724 Allen St., Syracuse, N. Y. Estimated construction cost $17,605, first year operating cost $75,000, revenue $80,000. Mr. McKechnie, 10% **WPDM Potsdam, N. Y.,** will be sole owner. Announced Oct. 8.

Stuart, Va.—Mecklenburg Bcstg. Corp.—Granted 1270 kc, 1 kw D. P. O. address John W. Schultz, Box 1284, Martinsville, Va. Estimated construction cost $14,919, first year operating cost $36,000, revenue $42,500. Owners are **John W. Schultz, Philip F. Hedrick** (each 39.2%) and others. Mr. Schultz was president and 49% stockholder of **WJWS South Hill, Va.,** until June 15, 1954. Mr. Hedrick is chief engineer and former less than 1% stockholder of **WSJS-AM-FM Winston-Salem, N. C.** Announced Oct. 8.

APPLICATIONS

Jackson, Miss.—New South Bcstg. Corp. 1550 kc, 10 kw D. P. O. address Box 528, Meridian, Miss. Estimated construction cost $28,464, first year operating cost $54,000, revenue $66,000. Equal partners are **Frank E. Holladay** and **Joseph W. Carson** (each owning 25% of **WLSM Louisville,** 26% of **WNSL Laurel** and one-third of **WOKK Meridian,** all **Mississippi,** and one-third of **WACT Tuscaloosa, Ala.**), and **John S. Primm,** who owns 25% of WLSM and one-third of WACT and WOKK. Announced Oct. 2.

Senatobia, Miss.—Northwest Miss. Bcstg. Co. 1550 kc, 10 kw D. P. O. address Box 552, Houston, Miss. Estimated construction cost $36,637, first year operating cost $36,000, revenue $48,000. Own-

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

Ray V. Hamilton

Today and tomorrow (13-14) Ray Hamilton and Jack Maurer will be attending the NAB Management Meeting at the Schroeder Hotel, Milwaukee.

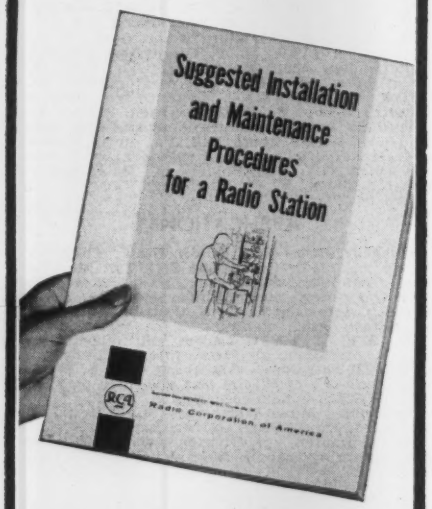
On Thursday and Friday (16-17) they will be at the Radisson in Minneapolis.

Jackson B. Maurer

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Washington, D. C.	Cleveland	Chicago	Dallas	San Francisco
Wm. T. Stubblefield	Jackson B. (Jack) Maurer	Ray V. Hamilton	DeWitt (Judge) Landis	W. R. (Ike) Twining
1737 DeSales St., N.W.	2414 Terminal Tower	Tribune Tower	Fidelity Union Life Bldg.	111 Sutter St.
EX 3-3456	TO 1-6727	DE 7-2754	RI 8-1175	EX 2-5671

Planning a Radio Station?



This valuable planning guide will help you realize a greater return on your equipment investment. Installation and maintenance procedures, outlined in this new brochure, will show you how to get long equipment life and top performance for your station.

For your free copy of this brochure, write to RCA, Dept. LB-22 Building 15-1, Camden, N. J. *In Canada:* RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

RCA

Tmk(s)®

ers are **Marvin L., Robin H.** and **Ralph C. Mathis,** 30% each, and **John B. Skelton Jr.,** 10%. Marvin owns 45% of **WSJC Magee, Miss.** Robin and Ralph each own 31¼% of **WCPC Houston, Miss.,** and 15% of WSJC. Mr. Skelton owns 6¼% of WCPC and 12½% of WSJC. Announced Oct. 3.

Festus, Mo.—Robert D. and **Martha M. Rapp** 1400 kc, 250 w unl. P. O. address 920 Michigan, Farmington, Mo. Estimated construction cost $11,750, first year operating cost $31,200, revenue $36,000. Mr. and Mrs. Rapp also own **WINI Murphysboro, Ill.** Announced Oct. 8.

Colonial Village (S. Knoxville), Tenn.—Morgan Bcstg. Co. 1580 kc, 250 w D. P. O. address Box 85, Etowah, Tenn. Estimated construction cost $12,355, first year operating cost $18,536, revenue $27,428. **Harry J. Morgan,** sole applicant, owns all of **WCPH Etowah.** Announced Oct. 8.

Waynesboro, Va.—John Laurino 970 kc, 500 w D. P. O. address 1805 Cooper Rd., Richmond, Va. Estimated construction cost $14,050, first year operating cost $35,000, revenue $45,000. Mr. Laurino, sole owner, is with Automobile Club of Va. Announced Oct. 21.

Madison, Wis.—North Shore Bcstg. Co. 1550 kc, 5 kw P. O. address 2425 Main St., Evanston, Ill. Estimated construction cost $48,675, first year operating cost $83,000, revenue $97,000. Applicant is licensee of **WEAW-AM-FM Evanston.** Announced Oct. 2.

Existing Am Stations

ACTIONS BY FCC

KPEN Atherton, Calif.—Waived Sect. 3.205 and granted application to change main studio location to **Menlo Park,** 2½ blocks outside Atherton city limits; remote control permitted. Announced Oct. 8.

WMBM South Miami, Fla.—Commission reconsidered its action of September 10 granting change of am facilities from 800 kc, 1 kw, D, to 790 kc, 5 kw, DA-2, U; engineering conditions to the extent of adding following condition: Provided, that no license will be issued to permittee until, subsequent to completion of construction by **Louis G. Jacobs** under such permit as may be issued measurement data has been submitted adequately demonstrating that radiation pattern of WMBM meets terms of cp. Announced Oct. 8.

KRNS Burns, Ore.—Granted change from unlimited time to specified hours, continuing operation on 1230 kc, 250 w. Announced Oct. 8.

KCUL Fort Worth, Tex.—Granted increase in daytime power from 10 kw to 50 kw, continuing operation on 1540 kc, 1 kw-N DA-2; engineering conditions. Announced Oct. 8.

KAPA Raymond, Wash.—Granted change from unlimited time to specified hours continuing operation on 1340 kc, 250 w. Announced Oct. 8.

APPLICATIONS

WNLC New London, Conn.—Cp to change frequency from 1490 kc to 1510 kc; increase power from 250 w to 5 kw (unlimited), install directional ant. night and day (DA-1), install new trans. and change ant.-trans. location.

WNBH New Bedford, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WOCB West Yarmouth, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WION Ionia, Mich.—Cp to increase power from 500 w to 5 kw (daytime), install directional ant. daytime and install new trans.

WWBZ Vineland, N. J.—Cp to increase power from 1 kw to 5 kw (unlimited), change from employing directional ant. night to directional ant. night and day (DA-2) and install new trans.

KGAY Salem, Ore.—Cp to change frequency from 1430 kc to 1550 kc.

WKBI St. Marys, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WNBT Wellsboro, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WDXN Clarksville, Tenn.—Cp to increase power from 250 w to 1 kw and change type trans.

WHUB Cookeville, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

KFDF Van Buren, Ark.—Broadcasters Inc., 1580 kc.

KAPI Pueblo, Colo.—Pueblo County Bcstg. Co., 690 kc.

WSTS Massena, N. Y.—Seaway Bcstg. Co.

WRNY Rome, N. Y.—Rome Community Bcstg. Co., 1350 kc.

WERT Van Wert, Ohio—Van Wert Bcstg. Co., 1220 kc.

KQDE Renton, Wash.—Interlake Bcstg. Corp., 910 kc. Effective date moved up to Nov. 1.

New Fm Stations

ACTION BY FCC

Red Bank, N. J.—Frank H. Accorsi—Granted 106.3 mc, 1 kw. P. O. address 157 Broad St., Red Bank. Estimated construction cost $325, first year operating cost $26,000, revenue $29,900. Mr. Accorsi had previously been granted an fm cp for Red Bank which expired. Announced Oct. 8.

APPLICATION

Gretna, Va.—Central Va. Bcstg. Co. 103.3 mc, 3 kw P. O. address Box 730, Gretna. Estimated construction cost $7,950, first year operating cost $3,000, revenue $3,000. Applicant is licensee of **WMNA Gretna.** Announced Oct. 3.

Existing Fm Stations

CALL LETTERS ASSIGNED

KSRM Sacramento, Calif.—Audiolab Co., 96.9 mc.

KWG-FM Stockton, Calif.—KWG Bcstg. Co., 107.3 mc.

WVCG-FM Coral Gables, Fla.—Peninsula Bcstg. Corp., 105.1 mc.

WROC-FM Rochester, N. Y.—Transcontinent Tv Corp., 97.9 mc.

WBBW-FM Youngstown, Ohio—Mahoning Valley Bcstg. Corp., 93.3 mc.

KSEO-FM Durant, Okla.—Durant Pub.-Bcstg. Corp.

WTMJ-FM—The Journal Co., 94.1 mc.

Ownership Changes

ACTIONS BY FCC

WGWC Selma, Ala.—Granted transfer of control from **Oscar P. Covington,** et al., to **W. E. Farrar** (interest in **WRAG Carrollton, Ala.**); consideration $65,000. Announced Oct. 8.

KOLR Sterling, Colo.—Granted assignment of license to **Sterling Bcstg. Corp. Eugene H. Dodds,** president; **Kermit G. Kath (KGOS Torrington, Wyo.),** vice president; consideration $45,000. Announced Oct. 8.

WBSE Hillsdale, Mich.—Granted (1) renewal of license and (2) transfer of control from **Stevens-Wismer Bcstg. Co.** to **Ruth Keister** and **Russell W.** and **Annabelle Holcomb;** consideration $37,000 plus payment of certain liabilities. Announced Oct. 8.

KOMA Oklahoma City, Okla.—Granted assignment of licenses from **Burton Levine,** et al., to **Storz Bcstg. Co. (WTIX New Orleans, La.; WHB Kansas City, Mo.; WDGY Minneapolis, Minn.,** and **WQAM Miami Fla.**); consideration $600,000. Comr. Bartley voted for 309(b) letter. Announced Oct. 8.

KWLK Longview, Wash.—Granted transfer of control from **Merton Glant** and **Donald K. McBride** to **William E. Boeing Jr.** (one-third owner); consideration $12,000 for remaining two-thirds interest. Announced Oct. 8.

APPLICATIONS

WAPX Montgomery, Ala.—Seeks assignment of license from **United Bcstg. Co.** to **Ralph M. Allgood** and **Grover Wise,** d/b as **The Southland Bcstg. Co.,** for $125,000. Buyers are equal partners in **WDNG Anniston, Ala.** Announced Oct. 2.

KRKC King City, Calif.—Seeks assignment of cp from **James H. Rose** and **Howard E. Slagle,** d/b as **Somoco Bcstg.** to **KRKC Inc.** (Mr. and Mrs. Rose and Mr. and Mrs. Slagle). Corporate change. No control change. Announced Oct. 8.

KWIP Merced, Calif.—Seeks assignment of license from **Joseph Gamble Stations Inc.** to **HDH Stations Inc.** for $141,500. New owners are **Mr.** and **Mrs. Maxwell Hurst** and **Henry Diamond,** each one-third. Mr. Hurst fomerly was with Bremer Bcstg. Corp., Newark, N. J. Mrs. Hurst does office work. Mr. Diamond is motion picture projectionist. Announced Oct. 2.

KWG Stockton, Calif.—Seeks acquisition of negative control of licensee (**KWG Bcstg. Co.**) by **Frank A. Axelson** and **O. R. Reichenbach** (each 50%) through purchase of one-third interest from **Robin Hill** for $16,000. Buyers formerly held one-third each. Announced Oct. 3.

WBLN (TV) Bloomington, Ill.—Seeks transfer of control from **Worth S. Rough** to **Amos Barton,** (10%), **Henry C. Berenz** (8%) and approximately 450 others including Mr. Rough through issuance of more stock. It is to be "community project." Announced Oct. 8.

KXEL Waterloo, Iowa—Seeks assignment of license from **Josh Higgins Bcstg. Co.** to **Cy N. Bahakel** for $500,000. Mr. Bahakel owns **WABG** and cp for **WABG-TV Greenwood** and **WKOZ Kosciusko,** both **Mississippi, WLBJ Bowling Green, Ky., WRIS Roanoke** and **WWOD Lynchburg,** both **Virginia,** and **WKIN Kingsport, Tenn.** Announced Oct. 2.

KREH Oakdale, La.—Seeks transfer of 16% from **Cyril W. Reddoch** to his son, **C. Winsett,** no consideration involved. Father's interest is reduced to 50⅔%. **Ralph L. Hooks** owns remaining third. Announced Oct. 7.

KFLD Litchfield, Minn.—Seeks assignment of cp from **Lee Favreau** tr/as **Meeker County Radio** to **Frank W. Endersbe** for $43,500. Mr. Endersbe formerly had minority interest in KSUM Fairmont, Minn. Announced Oct. 7.

KUSN St. Joseph, Mo.—Seeks transfer of 100% of licensee corporation from W. N. Schnapp et al to **Charles H. Norman** for $90,000. Mr. Norman is announcer-salesman, KSTL St. Louis. Announced Oct. 7.

WFSC Franklin, N. C.—Seeks involuntary assignment of license from **Graves Taylor, John E. Boyd** and **Henry G. Bartol Jr.,** d/b as **Macon County Bcstg. Co.,** to **Gertrude S. Taylor,** executrix of estate of Graves Taylor, deceased, and Messrs. Boyd and Bartol, d/b as Mason County Bcstg. Co. Announced Oct. 8.

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 DeSales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. PIlgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Shoreham Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

L. H. CARR & ASSOCIATES
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
BOX 68, INTERNATIONAL AIRPORT
SAN FRANCISCO 28, CALIFORNIA
DIAMOND 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere & Cohen
Consulting Electronic Engineers
610 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel.: JAckson 6-4386 P.O. Box 82
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3-3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antennas
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

RALPH J. BITZER, Consulting Engineer
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

PETE JOHNSON
Consulting am-fm-tv **Engineers**
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

SERVICE DIRECTORY

MERL SAXON
Consulting Radio Engineer
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 79,497* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave., Cambridge 38, Mass.
Phone Trowbridge 6-2800

Contact
BROADCASTING MAGAZINE
1735 DeSales St., N. W.
Washington 6, D. C.
for availabilities

WTYN Tryon, N. C.—Seeks involuntary assignment of license from **Henry G. Bartol Jr. and Graves Taylor**, d/b as **Polk County Bcstrs.**, to Mr. Bartol and **Gertrude S. Taylor**, executrix of estate of Graves Taylor, deceased, d/b as Polk County Bcstrs. Announced Oct. 8.

KRAM Las Vegas, Nev.—Seeks assignment of license from **Drake Motel Corp.** to **K. R. A. M. Inc.** for $250,000. New owners are A. R. Ellman (40%), and Anthony C. Morici (20%), each of whom owns 50% of **KIST Santa Barbara, Calif.**, and housewives **Carol McNamey** and **Marianne Aissa**, each 20%. Announced Oct. 6.

WPAT-AM-FM Paterson, N. J.—Seeks transfer of control of license from **WPAT Syndicate** to **Dickens J. Wright, Emanuel Dannett, Paul Bauman, Oscar Weinberg, Irwin L. Solomon** and **American Corrugated Paper Products Corp.** Corporate change. No control change. Announced Oct. 7.

WONG Oneida, N. Y.—Seeks assignment of license from **John J. Geiger** to **Madison County Bcstg. Corp.** Corporate change. No control change. Announced Oct. 6.

WBTH Williamson, W. Va.—Seeks acquisition of positive control (81.4%) of licensee (**Williamson Bcstg. Corp.**) by **Phil Beinhorn** (former 47.11% owner) through purchase of 47.11% from **Alice Shein** by licensee for $11,000 and retirement thereof. Announced Oct. 2.

Hearing Cases

FINAL DECISION

By order, commission made effective immediately Aug. 21 initial decision and granted application of **James A. McKechnie** for new am station to operate on 1220 kc, 1 kw, D, in **North Syracuse, N. Y.**; engineering condition. Comr. Ford abstained from voting. Announced Oct. 8.

INITIAL DECISIONS

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of **Historyland Radio** for new am station to operate on 1350 kc, 500 w, D, in **Fredericksburg, Va.**, and denying competing application of **Star Bcstg. Corp.** Announced Oct. 7.

Hearing Examiner Millard F. French issued initial decision looking toward granting application of **Grady M. Sinyard** for new am station to operate on 1010 kc, 500 w, DA, D, in **New Boston, Ohio.** Announced Oct. 3.

OTHER ACTIONS

By memorandum opinion and order, Commission remanded proceeding involving application of **Hall Bcstg. Co.** for new fm station in **Los Angeles, Calif.**, to operate on 102.7 mc to Hearing Examiner for reopening of record and further hearing on specified issues, and for issuance of supplemental initial decision. Announced Act. 8.

By memorandum opinion and order, Commission granted petitions by **American Bcstg.-Paramount Theatres Inc.** (KABC-FM, 95.5 mc), **Los Angeles, Calif.** for leave to intervene and enlargement of issues in proceeding on applications of **Telemusic Co.** and **Southwest Bcstg. Co.**, for new fm stations to operate on 95.1 mc in **San Bernardino** and **Redlands, Calif.**, respectively; accepted supplement to **KABC-FM** petition and denied as unnecessary its request for oral argument; also denied motions by Telemusic to strike KABC-FM petition. Announced Oct. 8.

Pursuant to request, Commission cancelled oral argument set for Oct. 10 on am application of The Greenwich Bcstg. Corp., Greenwich, Conn. Announced Oct. 8.

Fairview Bcstrs., Rensselaer, N. Y.—Is being advised that application for new am station to operate on 1300 kc, 5 kw, DA-D, indicates the necessity of hearing. By separate letter, afforded **Cassill Radio Corp** (WOSC), **Poughkeepsie, N. Y.**, 30 days to advise whether it desires opportunity to show why Fairview application should not be granted and whether, if latter is designated for hearing, WOSC will participate in hearing. Announced Oct. 8.

Graves County Bcstg. Co., Providence, Ky.; WNES Muhlenburg Bcstg. Co., Central City, Ky.—Designated for consolidated hearing applications of Graves for new am station to operate on 1050 kc, 250 w, D, and WNES to change frequency from 1600 kc to 1050 kc, continuing operation with 500 w, D. Announced Oct. 8.

By order, denied request by Community Service Bcstg. Corp. (WCSS), Amsterdam, N. Y., for extension of time for argument in protest proceeding on application of Walter T. Gaines for new am station (WGAV) in Amsterdam. Announced Oct. 2.

Routine Roundup

PETITION FOR RULE MAKING FILED

Marietta Investment Corp., Beverly Hills, Calif.—Requests that ch. 5 be allocated to El Centro, Calif., and ch. 13 deleted from Yuma, Ariz.; or in alternative that ch. 5 be allocated to El Centro and ch. 13 remain in Yuma; or in alternative that ch. 13 be reallocated from Yuma to El Centro.

Edward E. Urner, Maurice St. Clair, Bryan J. Coleman, John M. Brock, Monroe Homer Jr., and **Lincoln Dellar**, d/b as **Kern County Bcstg. Co., Bakersfield, Calif.**—Requests the reservation of ch. 39 in Bakersfield, Calif., for non-commercial, educational use.

ACTION ON MOTIONS

By Hearing Examiner James D. Cunningham on October 3

Scheduled hearings for Dec. 3 in following am proceedings: Russell G. Salter, Aurora, Ill.; Cookeville Bcstg. Co., Cookeville, Tenn., and Carthage Bcstg. Co., Carthage, Tenn.

By Hearing Examiner Jay A. Kyle on October 6

Scheduled hearing for Nov. 13 on applications of Sheffield Bcstg. Co., and J. B. Falt Jr., for am facilities in Sheffield, Ala.

By Hearing Examiner Basil P. Cooper on October 6

Scheduled further hearing conference for Oct. 7 at 2 p.m., on am applications of The Monocacy Bcstg. Co., Gettysburg, Pa., et al.

By Hearing Examiner Forest L. McClenning on October 3

Scheduled prehearing conference for Oct. 15 on am applications of Shelby County Bcstg. Co., Shelbyville, Ind., and Rounsaville of Cincinnati Inc. (WCIN), Cincinnati, Ohio.

By Hearing Examiner Isadore A. Honig on October 7

On own motion, scheduled a prehearing conference for Oct. 21 on am application of Johnston Bcstg. Co., Pensacola, Fla.

By Hearing Examiner Annie Neal Huntting on October 6

Continued hearing from Oct. 13 to Oct. 20 at 9 a.m., on fm application of Patrick Henry and David D. Larsen, a partnership, Alameda, Calif.

By Hearing Examiner J. D. Bond on October 7

Continued prehearing conference from Nov. 13 to Nov. 25 in Coos Bay, Ore., tv ch. 11 proceeding (KOOS Inc. (KOOS-TV), et al.)

Scheduled prehearing conference for Oct. 29 and hearing scheduled for that date is continued to a date to be fixed by subsequent order on am applications of Berkshire Bcstg. Co., Inc. (WSBS), Great Barrington, Mass., and Naugatuck Valley Service, Inc., Naugatuck, Conn.

By Hearing Examiner Charles J. Frederick on October 3

Hearing re application of Kenneth G. Prather and Misha S. Prather, Boulder, Colo., heretofore postponed indefinitely is scheduled for Nov. 5.

By Hearing Examiner Elizabeth C. Smith on the dates shown

Scheduled hearing for Jan. 12 on applications of Farmington Bcstg. Co. and Four Corners Bcstg. Co., for new tv stations to operate on ch. 12 in Farmington, N. M. Action Oct. 10.

Continued hearing from Oct. 14 to Dec. 4 on application of Musical Heights Inc., for am facilities in Braddock Heights, Md. Action Oct. 3.

By Hearing Examiner Millard F. French on October 3

Hearing scheduled for Oct. 20 is continued to a date to be set by subsequent order on applications of Henderson County Bcstg. Co. (KBUD), Athens, and University Advertising Co., Highland Park, both Texas.

By Hearing Examiner Basil P. Cooper on October 2

Cancelled evidentiary hearing scheduled to resume Oct. 6 and closed record in proceeding on application of St. Anthony Television Corp., for new tv station to operate on ch. 11 in Houma, La.; proposed findings of fact and conclusions of law, if filed, will be filed on or before Oct. 20.

By Hearing Examiner H. Gifford Irion on October 2

Extended from Oct. 6 to Oct. 15 time to file proposed findings re application of Town and Country Radio Inc., for am facilties in Rockford, Ill.

By Hearing Examiner Herbert Sharfman on October 3

Further hearing scheduled for 10 a.m., Oct. 8, will be held instead at 11 a.m., on same day re application of Video Independent Theatres Inc. (KVIT) Santa Fe, N. M.

By Commissioner Frederick W. Ford on October 1

Granted petition by Broadcast Bureau for extension of time to Oct. 14 to file exceptions to initial decision in Beaumont, Tex., ch. 12 proceedings (Television Bcstrs. Inc., et al).

By Chief Hearing Examiner James D. Cunningham on October 1

Granted petition by Clarion Bcstg. Co., for dismissal without prejudice of its application, and retained in hearing status application of County Bcstg. Co., both for am facilities in Clarion, Pa.

By Hearing Examiner Herbert Sharfman on October 1

Cancelled further prehearing conference scheduled for Oct. 2, and hearing will be held as now scheduled on Oct. 9, in proceeding on am applications of L & B Bcstg. Co., and Pacific Bcstrs. (KUDE) in Hemet and Oceanside, Calif.

By Hearing Examiner Thomas H. Donahue on October 1

At prehearing conference on Oct. 1 a calendar of future steps to be taken in proceeding on applications of The KBR Stations Inc., and Kenneth E. Shaw for am facilities in Keene and Newport, N. H., was established: further prehearing conference for Nov. 6 and hearing for Nov. 10.

By Hearing Examiner H. Gifford Irion on October 2

Granted petition by Paul A. Brandt, Gladwin, Mich., for continuance of hearing from Oct. 15 to Nov. 24 in proceeding on his am application.

By FCC

Commission on Sept. 29 granted request by Practice and Procedure Committee of Federal Communications Bar Association and extended time from Sept. 30 to Oct. 30 to file comments and for replies from Oct. 10 to Nov. 10 in matter of proposed curb on interlocutory appeals.

Commission on Sept. 29 scheduled hearing for Oct 30 and ordered James D. Cunningham to preside in proceeding on Jerry Guidarelli, Schenectady, N. Y., to show cause why license for his Citizens Radio Station should not be revoked.

By Chief Hearing Examiner James D. Cunningham on September 30

Granted informal request of Sonoma County Bcstrs., for dismissal of its am application and retained in hearing status application of Bay Area Electronis Assoc. both for am facilities in Santa Rosa, Calif.

By Hearing Examiner Jay A. Kyle on September 30

Scheduled further prehearing conference for Oct. 15 at 9 a.m., and hearing scheduled for Oct. 8 is continued without date re applications of Baltimore Bcstg. Corp. and Commercial Radio Institute Inc., for fm facilities in Baltimore, Md.

By Hearing Examiner Isadore A. Honig on September 30

On own motion, scheduled a prehearing conference for 2 p.m., Oct. 23 re application of Blue Island Community Bcstg. Co., for fm facilities in Blue Island, Ill.

By Hearing Examiner Elizabeth C. Smith on September 30

Advanced prehearing conference from Oct. 3 at 2 p.m. to Oct. 2 at same time re applications of Farmington Bcstg. Co., and Four Corners Bcstg. Co., for new tv stations to operate on ch. 12 in Farmington, N. M.

By Hearing Examiner Charles J. Frederick on September 30

Granted motion by WHAS Inc. (WHAS-TV, ch. 11), Louisville, Ky., for continuance of fur-

Continued on page 145

ALLEN KANDER
AND COMPANY
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
CHICAGO
35 East Wacker Drive
RAndolph 6-6760
DENVER
1700 Broadway
AComa 2-3623

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Proven successful sales producer to join multi-station operation as manager. Gulf states area. Medium markets. Box 785F, BROADCASTING.

Local sales manager for dominant, growing KRAK, Stockton, California. Must have strong personal sales record, ability to lead staff in creative sales. Salary and percentage to match ability. Please tell all in first letter with picture.

Sales

Boston and Washington, D. C., top rated Hooper and Pulse needs two-fisted, aggressive selling. References, details. Permanent, life time opportunity. Box 155G, BROADCASTING.

Wanted commercial manager—strong on national sales. Must be experienced metropolitan market—western Pennsylvania. Send full particulars plus references. Box 250G, BROADCASTING.

Salesman wanted for new station in one of the fine sections of southern New England. College graduate preferred. Write Box 256G, BROADCASTING.

Sound progressive western New York indie offers security and opportunity for second salesman in good market. Must be sober, reliable, self starter, team worker. Will get loads of help. Box 269G, BROADCASTING.

Business is excellent. I have more than I can handle. We're Number 1 station in market. Excellent draw and commission to competent salesman. Send references to Box 279G, BROADCASTING.

Northern Illinois—independent top money and future for salesman who loves to sell. Box 291G, BROADCASTING.

Opportunity radio salesman. Salary plus commission. Good market. ABN Texas Station. Box 334G, BROADCASTING.

WDBM, Statesville, North Carolina has the story, if you can help tell it and help sell it! Here is this state's fastest growing radio market, if you want to move up the ladder! We're interested only in a proven radio salesman from the Carolinas or this area for full-time productive radio sales. If you want to associate yourself with one of the finest radio staffs anywhere, with the finest operation in the area (not top 40) contact: Clay Cline, WDBM, Statesville, North Carolina; telephone TRiangle 2-2455.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

New York-Newark excellent opportunity for man with outstanding radio sales record to earn well into 5 figure income. Salary plus commission. Good prospects for promotion to even bigger job. In chain of 8 radio-tv stations. Send photo and history of billings and earnings to Hal Walton. WNJR, Newark, N. J.

Opportunity with growing media brokerage firm for hard working men of good character, willing and able to work on commission and travel. Paul H. Chapman Company, 1182 West Peachtree, Atlanta.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

DJ wanted who can hold adult female audience mid-morning, afternoon. Music policy based on variety: new, old, hi fi albums, some rock and roll. Full details Box 775F, BROADCASTING.

Wanted: Announcer, holding first class license. No maintenance, permanent position, 40-hour week with benefits, $400 monthly plus additional income for sales minded. Send tape and full particulars. Box 991F, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Boston and Washington, D. C., top forty. Enthusiastic personality, gimmicks, not a lot of talk. Tape, experience, references. Box 156G, BROADCASTING.

Negro dj for major market. Send tape, resume and photo. Box 201G, BROADCASTING.

Staff announcer for North Carolina independent. Experience necessary. Not interested in personality deejay. Box 241G, BROADCASTING.

Announcer wanted for new station in one of the fine sections of southern New England. College graduate preferred. Write Box 257G, BROADCASTING.

Announcer-first phone with several years commercial experience for expanding Illinois kilowatt. No top 40 types. Good pay for competent air salesman. Many fringe benefits. Personal interview necessary. State age, education, experience. Box 274G, BROADCASTING.

Desirable staff position with kilowatt independent near Chicago. Capable announcer must be experienced all phases, including production spots. News gathering and writing ability helpful. Personal interview required. List age, education, experience in detail. Box 275G, BROADCASTING.

Production announcer-salesman, become keyman in 500 watt daytimer experienced. $85.00 start, tape, resume, Mississippi. Box 295G, BROADCASTING.

Newsman-announcer, New Jersey. Send resume, tape, salary requirements. Box 298G, BROADCASTING.

Opportunity for married staff announcer. Send resume. ABN Networks Texas. Box 333G, BROADCASTING.

Swinging dj for number 1 music-news station. Fluent, informal, wide music background; run board. Excellent pay, working conditions. Tapes returned. KATI, Casper, Wyoming.

Top announcer for KDOV, Medford, Oregon. Will pay $500 per month for right man.

Wanted. Experienced announcer. Can also sell. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Immediate opening for top flight personalities in progressive radio chain. Send resume, tape and salary requirements to Bob Hale, KRIB, Mason City, Iowa.

Top 40 experienced deejays for radio-tv group—night man for leading Wilmington, Delaware, station WAMS, and morning man with first ticket for successful Indianapolis daytimer. Rush background, salary and audition tape to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Delaware.

Wanted, announcer with first phone mainly announcing but must be able to keep station on air. Starting salary $85 a week. Write or phone Dave Rigdon, WHBB, Selma, Alabama. Phone Trinity 4-8296.

Midwest metropolitan station wants top-flight personality announcer or dj. Send air check, photo, background to Bill Frosch, WISH, Indianapolis.

Immediate opening for radio-television staff announcer. Prefer college grad. Will train for tv if necessary. Send tape, resume and photo to Frank Wilson, WMBG-WTVR, P.O. Box 5229, Richmond 20, Virginia or call Elgin 5-8611.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

Versatile announcer — Immediate opening for top-flight announcer who has proven record as successful dj as well as all-around staff abilities. Integrated operation permits some on-camera tv depending upon abilities. Send complete information, background, experience, past and expected earnings, tape and photo, WSAV, Savannah, Georgia.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening at good pay for staff announcer with experience and good taste in music. Prefer married man. Send 7½ tape, photo and details of experience to WVSC, Somerset, Pa.

Looking for a bright future with an 8-station radio-tv chain? Openings immediately for 2 top-flight experienced announcers. Need dj or newsman for number one music and news station, Wilmington, Del. Also morning man with first ticket for Indianapolis. Rush background, salary and audition tape to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.

Technical

Wanted at once—Technical man who is lousy announcer but good at maintenance and construction and loves it. Station near Philadelphia. Box 198G, BROADCASTING.

Chief engineer wanted for new station in one of the fine sections of southern New England. Box 258G, BROADCASTING.

Wanted, combination first class engineer and announcer 5000 watt independent station, full time. Reply direct, including work history and audition tape to Box 298, Greenville, South Carolina.

Wanted: Engineer with first class license. WSYB, Rutland, Vermont.

Production-Programming, Others

Newsman for small market Pennsylvania independent. Must have ability to develop feature stories. Prefer man with announcing ability. Also prefer married man. Send resume of your background, samples of stories and recent photo along with your salary requirements. Box 132G, BROADCASTING.

News director wanted for new station in one of the fine sections of southern New England. College graduate preferred. Write Box 259G, BROADCASTING.

Outstanding opportunity for an experienced newsman. Opportunity to do both radio and tv news. Box 297G, BROADCASTING.

Wanted. Mature, experienced farm director. Major metropolitan net affiliate. Prefer mid-western background base plus fees. Box 324G, BROADCASTING.

KBKC modern radio for Kansas City needs a news director. To qualify you must be an experienced, ambitious news man able to gather, write and deliver the news with a mature, authoritative, smooth style. Write or call Station Manager, KBKC, 5913 Woodson, Mission, Kansas.

Copywriter for tv-radio operation Time-Life affiliate. Must at least have had good radio writing experience. Send history, copy, photo to Continuity Director, WOOD and WOOD-TV, Grand Rapids, Michigan.

RADIO

Situations Wanted

Beginners luck. Want to learn radio or tv business. B.S. communications, AFRTS experience. Will travel. Box 144G, BROADCASTING.

Jock Laurence and the voices in the news. Now featured by 49 news conscious radio stations coast to coast. Laurence gives you exclusive news in crisp 45 second capsules for spotting in your local newscasts. His long distance calls am and pm daily bring to your listeners from your Washington newsroom, Jock Laurence and the voices of the newsmakers themselves. Each informative news capsule is taped live with your call letters. Call or write for references stations and tape a timely audition. 1701—16th Street, N.W., Washington, D. C., ADams 2-0254 and ADams 2-8152.

RADIO

Situations Wanted—(Cont'd)

Management

Manager-chief engineer, employed, first phone, announcer, sales, play-by-play, 15 years experience wants larger market, aggressive go-getter. Box 254G, BROADCASTING.

Young, married veteran with 11 years experience all phases of radio and tv desires to manage small or medium market station in midwest. Currently employed by large electronics firm in sales. Outstanding qualifications and references. Can reduce overhead. First phone, two degrees. Box 273G, BROADCASTING.

Manager, presently employed. 17 years experience as manager, commercial manager, program director in top markets. Also agency, and network. Best references past employers. Box 288G, BROADCASTING.

Need experienced general manager with strong local and regional sales background? Presently employed, willing to invest if desired. Box 299G, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 164G, BROADCASTING.

Experienced, mature, dependable salesman with fourteen years background of sales, management and announcing. Congenial and cooperative. Box 206G, BROADCASTING.

Manager—Anxious to leave big city rat race. Proven sales record. Box 311G, BROADCASTING.

Announcers

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Ambitious, capable announcer, experienced major phases radio tv 8 years. Employed. No floater. Desire position with good potential. Require $150 weekly. Box 996F, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 165G, BROADCASTING.

Girl-dj-announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 166G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 167G, BROADCASTING.

Experienced announcer with quality voice in disc jockey, news, commercials. Box 207G, BROADCASTING.

Announcer—radio and tv—also production, writing, good news, sports. College grad. Enthusiasm, hard worker. Draft exempt. Box 228G, BROADCASTING.

Commercial manager, personality country and gospel dj and entertainer. Employed, 4 years experience. Family man, 24, sober. Will settle down to substantial offer in growing market. References. Box 244G, BROADCASTING.

4 years experience radio-tv-25-draft exempt, single, college grad, now employed as top rated dj with big market Ohio city number one radio station. Excellent news, sports, references. Prefer personal audition. Box 251G, BROADCASTING.

Pop dj, first phone, 15 years experience all phases, degree, two weeks availability. Box 253G, BROADCASTING.

Personality morning dj desires to relocate to larger city. West, southwest or southeast. Operate board. No top forty. Box 255G, BROADCASTING.

Aggressive deejay seeking employment with dependable organization. 5 years major market. Box 262G, BROADCASTING.

Staff announcer—9 years experience, six years with present station, network affiliate in large midwestern city. Single, college grad. Desires permanent position at station in or near New York City. Box 263G, BROADCASTING.

Experienced employed announcer dj, news, sports, single, steady, reliable, young, run own board. Interested in sales. Box 264G, BROADCASTING.

Announce, dj, news, first phone, voice, personality. Experienced. Also maintenance. Box 268G, BROADCASTING.

Announcer, 1st phone, no maintenance, 3 years experience, $100 a week. Box 271G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer regional and local stations southwest nine years. Two years business management. B.S., Radio production, sober, sincere, reliable, family, 30. Qualified, want greater job responsibility. Minimum, $100 week plus percentage. Box 281G, BROADCASTING.

Announcer: Year experience. Deejay, news, also play-by-play. Good production, pleasant delivery. Box 282G, BROADCASTING.

Announcer, organist-conductor just completed full course in tv and radio school. Alumnus Westminster Choir College '46 and Boston University '53. Member of Local 109 (A.F. of M.). Have fair knowledge of six languages including Russian. New York or New England area preferred. Box 283G, BROADCASTING.

European disc jockey. American wants European work. Great personality, voice. Let's introduce music, news format to Europe. Single, college, 27. Rush work or any information. Box 284G, BROADCASTING.

Help! Warden! Spring Me. Served 3 year sentence in crummy one station market. Save me. Give me competition. Great personality, voice. Young, single, college grad. Box 285G, BROADCASTING.

Florida modern radio-young, versatile dj-pd. First phone, degree. Excellent production. Presently assistant manager, Florida independent. Family. Ready for top-rated station, larger market. Box 286G, BROADCASTING.

Announcer-dj, vet, 25, married. Former production supervisor top New York station. Strong personality. Box 289G, BROADCASTING.

Personality-dj. Lively, gimmicks, strong commercials, 4 years experience production, news. $125 minimum. Box 290G, BROADCASTING.

Experienced negro dj, combo man. Swinging style, good pitch. Box 293G, BROADCASTING.

Experienced announcer, dj, college graduate, veteran, presently in metropolitan market, looking for security, pop music. Box 296G, BROADCASTING.

Top-flight announcer-newscaster two years experience—need $80 start. Box 300G, BROADCASTING.

Recent radio school grad desires music, news indie. Strong news, smooth dj, much potential. Tape. Travel. Box 301G, BROADCASTING.

For a sound investment, announcer experienced, will travel. Box 303G, BROADCASTING.

Young, attractive woman desires work radio announcing in New York area. Good speech quality and have training. Will work for moderate salary—while learning. Box 304G, BROADCASTING.

DJ sportcaster-looking for first job in radio. Good references, hard worker, will travel. Box 305G, BROADCASTING.

Recent SRT graduate. Run own board and familiar with all phases of broadcasting. Married —family. Tape-resume available. Box 306G, BROADCASTING.

DJ—employed—top station—million plus market. Seek permanent relocation. Prefer northeast. Box 308G, BROADCASTING.

Salesman-announcer. Excellent references. Radio morning show or tv weatherman. Box 309G, BROADCASTING.

Announcer—1st phone, no maintenance, $80, no car. Available now. Box 310G, BROADCASTING.

Two years radio with Los Angeles Dodger network past season. Announcing school graduate. Interested in all phases of business. Box 313G, BROADCASTING.

Announcer-dj; experienced, ready for larger market. Music, news, commercials. Box 314G, BROADCASTING.

Experienced announcer-dj personality. Strong on commercials. Sales ability. Employed. Third phone. Married. Age 31. Tape, photo, references upon request. Box 322G, BROADCASTING.

First phone announcer, two years experience all phases, no maintenance, single, college. Desire Virginia, West Virginia, Maryland, Pennsylvania. Available immediately. Box 323G, BROADCASTING.

New England personality dj, fast pace, enthusiastic, young, married, 5 years experience. Best offer over $100. Personal interview preferred. Box 326G, BROADCASTING.

Experienced combo announcer engineer, 1st phone. 107 N. 4th Street, Waterville, Minnesota. Phone 157.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, disc jockey. Non caucasian. Now working metropolitan market with own show. Rated good newscaster, disc jockey. Friendly, relaxed style, deep voice. If you're seeking a personality clown, I am not it. My work is conducted on a professional basis. Can sell to any market. Prefer personal interview. Box 329G, BROADCASTING.

Announcer—Fine voice. Strong news, commercials. Literate, dependable, sober. Background in sales, show business. First phone, operate board. Know languages, classical music. Graduate top school with previous experience radio, tv. No personality dj types, please. Photo and tape on request. Occupant, P.O. Box 2283, Los Angeles 28, California.

A radio station needs this poignant broadcaster. Main news points—conversationally reported; classics offered in proper manner; appealing outside broadcasts; bright, friendly early morning hours record player— just as capable during unwinding afternoon hours. All sound reasons for a radio break. No appeal for those who would write: ". . . Not the style we had in mind." Details: A. C. Bjoraas, The Sound Service, 1341 N, Dearborn, Chicago 10.

Stop! One year top radio-tv experience. Contact Parker Gronwold, 1338 Marengo Avenue, Forest Park, Illinois, Forest 6-0635.

Mr. Boston Manager. Fed up with "top 40 jockeys?" Mature announcer-newscaster, pd, who can program for adults available now. Write "M", P.O. Box 73, Accord, Mass.

Experienced announcer and control man, go anywhere, available now, Frank Mrowicki, 626 Union Street, LaSalle, Illinois. Phone 1790.

Experienced engineer wishes announcing opportunity. First phone. Announcing School Graduate. Married. Two years college. Desires permanent position. William P. Spollen, % Mechanic Institute, 50 Congress Street, Rumford, Maine.

Staff announcer, 2nd phone. Pathfinder graduate. Inexperienced. Frank Webb, 2610 Kirkwood Place, West Hyattsville, Maryland.

Technical

Combo experienced maintenance engineer and announcer. Box 260G, BROADCASTING.

First ticket employed two-way radio. Interested in broadcast or tv engineering. Prefer west coast. Single. Will travel. Box 278G, BROADCASTING.

Experienced broadcast engineer, wants relocation. Ten years, with solid references. Finest of schooling, and practical training. Will travel. Box 292G, BROADCASTING.

First phone engineer, will do some announcing, desire employment within 50-mile radius of Knoxville, Tennessee. $85 week. Box 294G, BROADCASTING.

Experienced engineer wishes announcing opportunity. First phone. Announcing school graduate. Married. 2 years college. Desires permanent position. Box 307G, BROADCASTING.

Radio-tv trainee. First phone. Fill-in announcer-dj, writer. Five kw experience. Box 317G, BROADCASTING.

Chief engineer, seventeen years communications, last twelve as am chief. Reputation for high quality operation. Family, home, stable, excellent references. Interested in possible tv future but all offers considered. Presently employed. Resume. Box 327G, BROADCASTING.

Have car will travel. 1st phone, technical school graduate, 3 months experience, 29 years old, married, no children. available immediately. John A. Deaver, Jr., P.O. Box 29, Philadelphia, Mississippi.

Engineer: 16 years in radio. Available October 25. Experience Collins-Gates equipment. Doug Slough, Box 176, Route 1, Crewe, Virginia.

First phone. No experience. Willing to learn. Desire permanent employment. Contact: Dave Todd, 11427 Lanewood Circle, Dallas, Texas. Phone: DA-16509.

Production-Programming, Others

Radio-tv newsman: Experienced legman-photographer-writer wants air work, too—prefers southeast. For details, write Box 220G, BROADCASTING.

A seasoned copy specialist is available to solid midwest operation. Box 246G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Newsman who knows news and knows what to do with it, looking for position with station emphasizing news. Experienced in gathering, writing, and reporting in highly competitive four station market. Radio-speech and journalism college background. Married. Box 247G, BROADCASTING.

Potential, potent, promotional copywriter for radio-television. First phone. Fair announcer-dj. Five kilowatt experience. Mature. Box 272G, BROADACASTING.

A jingle in your spot—puts money in the pot. Freelance jingle generator. Box 318G, BROADCASTING.

Radio-tv newsman: Legman-photographer-airman. 5 years eastern metropolitan news centers. Box 319G, BROADCASTING.

Woman's program director, college graduate, four years experience announcing, copy, traffic. Can run own board. Available November 10. Box 320G, BROADCASTING.

Frankly, I have a good job, but, not happy with top "50". Three, almost four years 50 kw past, deep-resonant voice, reliable, single, looking for sound station in mid-east, prefer Michigan. Publicity work, pd, contact-announcer. Box 321G, BROADCASTING.

Program director—13 years experience all phases of radio; last 6½ years with WDAF, Kansas City. Announcer-producer, record personality, mc, former production manager western ABC affiliate desires program director position well-established western station. 34 years old, family man, stable, dependable, excellent references on request. Available immediately. For resume write Charles W. Maxwell, 415 East 71 Terrace, Kansas City 10, Missouri.

TELEVISION

Help Wanted

Management

Commercial-manager/salesman television. Expanding organization. Good base pay plus commission. Experienced. Midwest market. Box **200G, BROADCASTING.**

Sales

Wanted, a local and regional salesmanager, must have had experience in directing and leading a local sales department. This is an exceptional opportunity. VHF network station west coast. Replies treated strictly confidential. Box 336G, BROADCASTING.

Announcers

Need experienced, mature, on-camera salesman. Successful vhf network affiliate in northern California. Please mail resume and include recent snapshot and availability for audition. Box 210G, BROADCASTING.

New CBS-vhf tv station located in rich southwest market needs announcer and sales man immediately. Send tapes and/or resume and photograph to Box 280G, BROADCASTING.

Staff announcer NBC and AFTRA affiliate. Must have strong commercial presentation, 3 to 5 years on camera experience. Pictures, tape, kine, salary requirements first letter. Contact Heyward Siddons, Program Manager, KOA-TV, Denver 2, Colorado.

Technical

New south vhf needs transmitter and/or studio men. Openings for experience and inexperience. Box 893F, BROADCASTING.

Assistant chief engineer wanted for mid-south vhf-am operation. Please include photo, experience resume, age, marital status and salary requirements in first letter. Box 335G, BROADCASTING.

In dry, warm climate established southwest full power vhf, with combined operation, is expanding and needs good first class engineer-switcher familiar with both studio and transmitter operation and maintenance. For details phone Blake Ramsey, Chief Engineer, KIVA-TV, Yuma, Arizona. State 6-8311.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Announcers, directors, and copywriters. New full power vhf south has openings for experienced people with references. Box 982F, BROADCASTING.

Copywriter: Indiana 4-A agency needs creative, versatile and experienced writer for wide variety of radio-tv accounts. Submit detailed resume and salary requirements. Box 202G, BROADCASTING.

Newscaster-director of radio-tv news; unlimited opportunity, expanding midwest organization. Salary dependent upon ability/experience. Send resume, picture and tape to Box 226G, BROADCASTING.

Prominent tv station in major midwest market accepting applications for head of tv continuity department. Commercial tv continuity required. Forward copy samples, complete resume with picture and salary requirements to Box 328G, BROADCASTING.

Newsman's newsman wanted by aggressive news department. Must know news, be able to shoot stills and movies and air daily major newscast. Send tape, background, photo, immediately to Ken Wayman, News Director, KTIV, Tenth & Grandview, Sioux City, Ia.

Continuity writer, midwest tv station. Will join staff of three. TV experience preferred, but not essential. Immediate opening. Send complete details to Jack Kelin, WTVO Television, P.O. Box 470, Rockford, Illinois.

Situations Wanted

Management

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network agency. Best references all employers. Box 287G, BROADCASTING.

Announcers

Versatile announcer-experienced, excellent news background. Dependable family man, neat appearance, effective air salesman. Desires to relocate. Box 270G, BROADCASTING.

Radio announcer, experienced desires tv. Little experience but willing to learn. Will travel. Box 302G, BROADCASTING.

Announcer-director. TV, film, radio experience. News, sports, commercials. Versatile. Box 315G, BROADCASTING.

Technical

Engineer-1st phone. Ten years experience. Transmitter maintenance and control room operation. Will relocate anywhere. Interested in television. Box 159G, BROADCASTING.

Chief engineer—9 years experience, all phases television broadcasting. Past 4 years assistant chief. Box 243G, BROADCASTING.

Maintenance and control room operation. 1st phone, good training and experience background. Single. Available November 1st. Box 265G, BROADCASTING.

Production-Programming, Others

Realize importance of selling, personality, dependability, radio or tv. Will prove myself in tv production and direction. Married, 25. Will travel for job with future. Box 312G, BROADCASTING.

TV film buyer-manager. Manhattan experience. Interested larger market operations. Box 316G, BROADCASTING.

Energetic young man graduate SRT, N.Y.C. Desires chance at directing or floor managing in local station. Qualified also to double in brass in film, studio and control operations. Amitious, dependable, top references, willing to travel. Box 330G, BROADCASTING.

TV-radio sports director. Experienced in sportscasting, commentary and play-by-play. Presently associated with network sports department in New York. Interested in local operation. Box 332G, BROADCASTING.

FOR SALE

Stations

500 watt money maker, northeast; in growth area; $345,000. Box 150G, BROADCASTING.

Minnesota station presently grossing $70,000, asking $110,000 full price with $25,000 down. Box 248G, BROADCASTING.

RADIO STATIONS FOR SALE

NORTHWEST

Absentee owned. Run down. Good growing market. Full time. Land and building belongs to station. **Asking $130,000 with 29% down.**

$10,000 down. Full time. Exclusive market. **Gross around $34,000.**

Full time. Gross $75,000 year for many years. Well equipped. Buyers gets 100%, of stock. **Asking $100,000 with 29% down.**

ROCKY MOUNTAIN

Daytimer in competitive market. Absentee owned. Well equipped. **Asking $57,000 for stock with $15,000 down.**

Number one station in competitive market. Full time. Valuable land and building. **$225,000 with 29% down.** Price can be lowered if land and building leased on good terms with option to buy.

Excellent property in competitive market. Station well established and accepted. Has grossed over $100,000 for good many years. **Asking $175,000 including valuable land with 29% down.**

SOUTH

New station in competitive market. Owner does want to sell and a good deal is available for client. **Asking $65,000 with 29% down.**

MIDWEST

Daytimer. Exclusive. Owner is no radio man. All new equipment. **Asking $47,500 with $15,000 down.**

Competitive market. Gross close to $85,000. Retail sales over $100,000,000. **Asking $90,000 for both AM and FM. Terms.**

Full time. Exclusive. Absentee owned. Gross $32,000. **Asking $34,000 with $20,000 down.**

CALIFORNIA

Exclusive daytimer. **Asking $60,000 with 29% down.** Two FM stations near Los Angeles, $67,500 and $120,000. Another FM in Southern California $80,000. Large market.

One of the top markets of the state. Full time. Absentee owned. **$300,000 with 29% down.**

SOUTHWEST

Bad management history of this property has kept gross down. Exclusive in growing town of 8,000. **$29,000 down.**

Excellent daytimer. **Asking $175,000 with $100,000 down.** Large competitive market.

Full time. Top facility in a dynamic market. Gross over $170,000 a year. **Asking $100,000 down.**

JACK L. STOLL & ASSOCIATES

A **NATIONAL ORGANIZATION** for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

FOR SALE—(Cont'd)

Stations

A going uhf station with RCA equipment doing 65 local live shows each week. The entire station including tower can be moved to new location for $20,000.00. Price for everything $125,000.00 including land and buildings in the 27th largest market in America. Write Box 277G, BROADCASTING.

Southwest daytimer, single station market, education and recreation center, new facilities. $75,000 with $20,000 cash, balance on terms easily met from present earnings. Box 325G, BROADCASTING.

Mohawk midgetape, complete with leather case, mike, earfone, telephone pickup, 3 cartridges, instruction manual, service manual and AC-DC playback amplifier. $200. Write Chief Engineer, WEJL, Scranton 1, Pa.

Gulf state television station, progressive area, $750,000. Chapman Company, 1182 West Peachtree, Atlanta.

California, kilowatt-daytimer active market, $43,500 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Southwest single market full time. Making money. Ideal for owner-manager. $47,500 with $18,000 down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Have many buyers, and syndicates. 2½% commission if you list exclusive with us. Lee Hollingsworth, Lic. Bkr., 514 Hempstead Ave., W. Hempstead, N. Y.

West Texas daytimer. Excellent for owner-operator. Only $27,500 with terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

West coast fm stations (2), $25,000 and $100,000, terms. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Gulf Coast 1,000 watts daytime. Top market. $175,000 some terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Texas small market stations (2), $25,000 and $30,000, terms. Chapman Company, 1182 West Peachtree, Atlanta; or 33 West Micheltorena, Santa Barbara, California.

Oregon, quarter-kilowatt, $107,500.00. Low down, attractive terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Have buyer for single market operation billing $75,000 or more annually. Replies confidential. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

RCA. BTA-1 L transmitter. $1,500. Write Chief Engineer, WEJL, Scranton 1, Pa.

Southwest small market station, $39,750, down payment, $10,000; medium market station, $90,000, down payment, $35,000. Chapman Company, 1182 West Peachtree, Atlanta.

For sale southwest 250 watt. Experienced partner needed. Theodore Rozzell, Clovis, New Mexico.

Equipment

One Ampex 350 console; new guarantee—$1175.00. One Ampex 350 portable, new guarantee—$1140.00. Both full track. Box 261G, BROADCASTING.

Two Gates CB-11 turntable chassis good condition, sell as package or separately. Contact W. C. Moss, KSEY, Seymour, Texas.

Have a 250 watt RCA transmitter, model 250-L, with complete compliment of tubes, just taken out of service. Make offer. Contact KWSD, Mt. Shasta, California.

FOR SALE—(Cont'd)

Equipment

Eight (8) bay Collins ring antenna for 105.3 mc. Like new; will accept reasonable offer. Radio Station WHAT, Conshohocken & Windermere Aves., Philadelphia 31, Pennsylvania.

2 good, clean Magnecorder PT-6's complete with portable cases in excellent condition. Priced reasonably. Contact Jerry Norman, WIIN, Atlanta Biltmore Arcade, Atlanta 83.

Field intensity meters Measurements Corporation high frequency field intensity meter, model 58 and Federal model 101-G. Mackenzie Electronics, Inc., 145 West Hazel Street, Inglewood 3, Calif. Phone: ORegon 8-9335.

Television monitors. The most widely accepted in broadcasting and industrial applications. Delivered under several trade names. Tilted front plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

One (1) RCA console 76-B2 in good working condition; now in use; will accept reasonable offer. Radio Station WHAT, Conshohocken & Windermere Aves., Philadelphia 31, Pennsylvania.

WANTED TO BUY

Stations

Moneymaking manager has modest down payment on part or all good potential station or cp. Box 115G, BROADCASTING.

Want am station in Carolinas or Virginia. Prefer 25-35 thousand dollar price range in small market. Box 129G, BROADCASTING.

Reliable party wants to buy radio station in southwest, preferably Texas or New Mexico. All replies strictly confidential. Box 181G, BROADCASTING.

Responsible parties want radio station in New England. Confidential. Ready to act promptly. Write Box 231G, BROADCASTING.

Energetic, successful manager of 5 kw in top ten wants to buy or lease property of his own. Prefer northeast, west coast or Florida, but will seriously consider any station that $15,000-25,000 cash will handle that a sane accountant would approve. Your reply strictly confidential, of course. Full details will expedite prompt action. Address Box 240G, BROADCASTING.

Two experienced radio men would like to buy small station in upper midwest. Replies held confidential. Box 245G, BROADCASTING.

Experienced group desires to purchase a radio station in market of 50,000 or larger. Substantial cash down payment available. Confidential. Write Box 252G, BROADCASTING.

Having sold my station am in market for another. Prefer midwest or southwest, though any good market will be considered. Prefer down payment $50,000 but more or less will be considered. Write Box 266G, BROADCASTING.

Successful manager wishes lease good market radio station with short terms purchase option. Confidential. Box 276G, BROADCASTING.

Equipment

We need four or more 77-D RCA mikes in good condition. Reply Box 331G, BROADCASTING.

Used 250 watt fm transmitter complete with monitors. Call or wire Richard Tuck Enterprises, KBEC, Waxahachie, Texas.

Wanted. Used Andrews multi-V 4 bay antenna. Write KJML-FM, 2861 El Paseo Lane, Sacramento 21, California.

Wanted 200 ft. self-supporting tower for STL. Beecher Hayford, WESH-TV, Daytona Beach, Florida.

WANTED TO BUY

Equipment

Used microwave system for fixed operation. Used light weight camera pedestal. Please specify price in first letter. G. F. Sprague, Chief Engineer, WLOS-TV, Box 2150, Asheville, N. C.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Attention personality dj's. For only $200.00 I can increase your income $1000.00 or more per month. This is a tested and proven method to make money legitimately, fast, and enjoyably. I know how . . . my record hop instructions will net you $1000.00 or more per month. By following my simple instructions of the Record Hop Success Story inside and out . . . you too will be a success. I went from a $500.00 a month dj to $1900.00 per month personality in an area of only 15,000 population. Mail cashier's check or money order of $200.00 now. Teen Age Record Hop, Box 176G, BROADCASTING.

Fabled Alaska! Taped features, stills, film, for feature, women's shows. Open end. Exclusive. Also, to order. Pan Alaskan Associates, 108½ Cushman Street, Fairbanks, Alaska.

FOR SALE

See
HASKELL BLOOMBERG
Station Broker At The
NAB FALL CONFERENCES
MILWAUKEE, MINNEAPOLIS
BOSTON, WASHINGTON

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

WANTED TO BUY

WANTED TO BUY
LEASE OR MANAGE
STATIONS
PAY OUT BASIS
STRONG SALES & PUBLIC RELATIONS EXECUTIVE, PROMOTIONAL BACKGROUND,
with STAFF, former Owner Radio Station in the East and Executive Manager UFH Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential.

Emanuel Lazarus Stone
Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

WANTED EXECUTIVE

Capable of taking "complete charge of all phases of television station operation *except* sales, promotion, and accounting." Must be experienced and must have successful record of ability to operate and supervise all internal functions of a television station. Salary open. VHF, Pacific coast.

Box 211G, BROADCASTING

ther hearing scheduled for Oct. 6 re its application for cp to change trans. and ant. location and same is rescheduled for Oct. 9.

By Hearing Examiner H. Gifford Irion on September 30

By certification of question to Commission, requested latter to advise Examiner whether hearing on applications of L. E. U. Bcstg. Co., The Jet Bcstg. Co. and WERC Bcstg. Corp., for new tv stations to operate on ch. 66 at Erie, Pa., should be entitled to indefinite continuance in view of unsettled tv allocation situation by reason of certain petitions which have been pending during this proceeding.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of October 3

WBLY-FM Springfield, Ohio—Granted license for fm station.

WNTA Newark, N. J.—Granted mod. of license to change name to **NTA Radio Bcstg. Co.**

KTIX Seattle, Wash.—Granted mod. of license to change name to **KTIX Inc.** (BML-1779).

WNTA-TV Newark, N. J.—Granted mod of license to change name to **NTA Television Bcstg. Co.**

WNTA-FM Newark, N. J.—Granted mod. of license and BSCA to change name to **NTA Radio Bcstg. Co.**

Metropolitan Television Co., Denver, Colo.—Granted cp for low power (0.5 w) aux. on 26.10-26.48 mc to be used with KOA-AM-TV Denver, Colo.

WISK St. Paul, Minn.—Granted cp to replace expired permit for change in frequency, power, ant.-trans. location, installation DA-D and new trans., changes in ground system, change studio location and make changes in DA system (two additional towers); conditions.

WDGY Minneapolis, Minn.—Granted mod. of cp to make changes in ant. system.

WBVA Woodbridge, Va.—Granted mod. of cp to decrease ERP to 9.5 kw, ant. height to 305 ft., change type ant. and ant.-trans. location.

KJAX Santa Rosa, Calif.—Granted mod. of cp to change type trans.

KALV Alva, Okla.—Granted permission to sign-off at 7 p.m. for period of 60 days.

KJEF Jennings, La.—Granted extension of authority to operate daytime hours only for period of 90 days beginning Sept. 29.

Actions of Oct. 2

KQK-51 Traverse City, Mich.—Granted license for tv intercity relay station.

WGCS Goshen, Ind.—Granted license for non-commercial educational fm station.

WIRB Enterprise, Ala.—Granted license covering changes in facilities, ant.-trans. and studio location, installation new trans., make changes in ant. and ground system; remote control permitted.

KVOR Colorado Springs, Colo.—Granted cp to change ant.-trans. location and make changes in ground system; remote control permitted.

* **WKCR-FM New York, N. Y.**—Granted cp to install new type ant. and trans., change ant.-trans. location; ERP 1.2 kw, ant. height 460 ft. remote control permitted.

KVFM (FM) San Fernando, Calif.—Granted mod. of cp to change type trans. and ant.

WFAR Farrell, Pa.—Granted request to cancel license for auxiliary transmitter.

WBEC-FM Pittsfield, Mass.—Granted extension of authority to remain silent for additional 90 days period to and including 1-1-59.

KTWR Tacoma, Wash.—Granted authority to remain silent for period ending Dec. 1, 1958. Reason—extensive repairs.

WAAM-FM Parkersburg, W. Va.—Granted extension of authority to Dec. 31 to discontinue normal program operations pending completion or reappraisal of various aspects of continued operation.

General Bcstg. Co., Brownsville, Tex.—Granted authority to transmit programs to **XEO Matamoros, Mex.** on Oct. 19, 1958.

National Bcstg. Co., New York, N. Y.—Granted extension of authority to 9-15-59 to transmit or deliver radio programs to stations under control of Canadian Bcstg. Corp., whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities.

WHHY Montgomery, Ala.—Granted extension of completion date to 5-7-59.

WYNN Florence, S. C.—Granted extension of completion date to 12-15.

Actions of October 1

WGEE, WBEE, KATZ Rollins Bcstg. Inc., Indianapolis, Ind., Harvey, Ill., and St. Louis, Mo.—Granted acquisition of positive control by **O. Wayne Rollins** through purchase of stock from **John W. Rollins** by licensee and retirement thereof.

WBLF Bellefonte, Pa.—Granted assignment of cp to **Bellefonte Bcstg. Co.**

KWIK Pocatello, Idaho—Granted transfer of control from **Central States Bcstg. Inc.**, to **M. T. Deaton**, et al.

WBLF Bellefonte, Pa.—Granted license for am station.

WGTC Greenville, N. C.—Granted extension of authority to sign off at local sunset.

WSB-TV Atlanta, Ga.—Granted extensions of completion dates to 11-6 (main trans. & ant. & aux. trans.).

Actions of September 30

KITE San Antonio, Tex.—Granted assignment of license and cp to **Connie B. Gay Inc.**; and license covering change in ant.-trans. location and make changes in ant. and ground system.

KPDQ Portland, Ore.—Granted cp to change ant.-trans. location to 2.7 miles east of **Beaverton, Ore.**; remote control permitted.

WYLD New Orleans, La.—Granted cp to install new trans. as alternate main trans. at present main trans. site; remote control permitted.

WBOS-FM Brookline, Mass.—Granted mod. of cp to change type trans. and decrease ERP to 15 kw; conditions.

KEDO Ontario, Calif.—Granted authority to remain silent for period of 30 days. Reason: installation of new trans.

WCQS Alma, Ga.—Granted request for authority to operate station on specified hours pending approval of application for specified hours to follow.

KSWS Roswell, N. M.—Granted change of remote control authority.

WSKP Miami, Fla.—Granted change of remote control authority.

WSTU Stuart, Fla.—Remote control permitted. Following stations were granted extensions of completion dates as shown: **KSTN Stockton, Calif.** to 1-30-59; **WELO Tupelo, Miss.** to 1-17-59; **WLOA-FM Braddock, Pa.** to 3-31-59; **KLUB-FM Salt Lake City, Utah** to 3-22-59 and **WKSD Kewanee, Ill.** to 11-1.

Actions of September 29

WMFC Monroeville, Ala.—Granted assignment of license to **William M. Stewart** d/b under same name.

WCDT Winchester, Tenn.—Granted acquisition of negative control by each **William F. Yarbrough** and **F. V. Frassrand** through purchase of stock from **Harry W. Sullivan.**

***WFMU East Orange, N. J.**—Granted cp to change ant.-trans. location; remote control permitted.

WHOO-FM Orlando, Fla.—Granted mod. to change facilities.

WBPD Orangeburg, S. C.—Granted mod. of cp to change type trans.

WKFM (FM) Chicago, Ill.—Granted extension of authority to operate with reduced power of 40 kw for additional 45 days; reason given—repairs on ant.

WWIZ Lorain, Ohio—Remote control permitted.

WCMR Elkhart, Ind.—Granted extension of completion date to 12-29.

Action of September 26

WJRI Lenoir, N. C.—Remote control permitted.

Action of September 25

WROP Lake City, Fla.—Granted request to cancel for new am station; call letters deleted.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Oct. 8

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,258	32	104	560
FM	681	26	99	68
TV (Commercial)	428[1]	78[2]	111	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Oct. 8

	VHF	UHF	TOTAL
COMMERCIAL	425	81	506[3]
NON-COMMERCIAL	27	8	35[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30

	AM	FM	TV
LICENSED (all on air)	3,258	536	428[1]
CPs ON AIR (new stations)	32	25	78[2]
CPs NOT ON AIR (new stations)	101	98	110
TOTAL AUTHORIZED STATIONS	3,391	659	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	449	39	49
APPLICATIONS FOR NEW STATIONS (in hearing)	108	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	557	68	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	381	24	42
APPLICATIONS FOR MAJOR CHANGES (in hearing)	43	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	324	24	58
LICENSES DELETED	0	1	2
CPs DELETED	2	0	2

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

NARBA Notifications

CANADIAN

Notification Under Provisions of Part III, Section 2 of North American Regional Broadcasting Agreement

List of changes, Proposed changes, and Corrections in Assignments of Canadian Broadcast Stations Modifying Appendix containing assignments of Canadian Broadcast Stations attached to Recommendations of North American Regional Broadcasting Agreement Engineering Meeting.

630 Kc.

CJET Smith Falls, Ontario—1 kw DA-1 U. Class III. N in O.

910 Kc.

CFJC Kamloops, B. C.—10 kw D ND (PO: 910 kc 1 kw ND) 1 kw N U. Class III. EIO 6-15-59.

930 Kc.

CJON St. John's, Nfld.—10 kw DA-N (PO: 930 kc 5kw DA-N) U. Class III. EIO 6-15-59.

960 Kc.

CHNS Halifax, N. S.—10 kw DA-N (PO: 960 kc 5 kw DA-N) U. Class III. EIO 5-15-59.

CFAC Calgary, Alta—10 kw DA-N (PO: 960 kc 5 kw DA-N) U. Class III. EIO 6-15-59.

1050 Kc.

CJIC Sault Ste. Marie, Ont.—0.25 kw ND U. Class II. NIO.

1070 Kc.

CJET Smith Falls, Ont.—1 kw ND D. Class II. Delete assignment vide 630 kc.

1420 Kc.

CKOM Saskatoon, Sask.—10 kw DA-N (PO: 1420 kc 5 kw DA-N) U. Class III. EIO 6-15-59.

CJMT Chicoutimi, P. Q.—1 kw DA-1 U. Class III. NIO.

1450 Kc.

CJMT Chicoutimi, P. Q.—0.25 kw ND U. Class IV. Delete assign. vide 1420 kc.

1490 Kc.

CJIC Sault Ste. Marie, Ont.—0.25 kw ND U. Class IV. Delete assign. vide 1050 kc.

License Renewals

Following stations were granted renewal of license: **WIMA & aux., WIMA-FM, WIMA-TV, Lima, Ohio; WKOV Wellston, Ohio; WJIM Lansing, Mich.; WMIC Monroe, Mich.; WKSU-FM Kent, Ohio; WSJM St. Joseph, Mich.; WCLE Cleveland, Tenn.**

This is the kind of hold our station has on people

The helping hand is a reality here. A true cross-section of home-owning America, the roots of family life go deep — in the many thriving cities and on the flourishing farms. Here families like to cater to their wants through friends and neighbors.

We are friends and neighbors. The veteran members of our staff are solid figures in the community, active in church and community projects — the P.T.A., the Community Chest, Scouting. Our programming is friendly, too. Lots of public service. Help on community problems. No triple spots.

So our audience loyalty is intense, by every measure. As you consider our *quantity* story (747,640 TV homes in 41 counties of 3 states) never forget the *qualitative* one . . . George P. Hollingbery will show you a realistic, one-price rate-card.

whio-tv
CBS
channel **7** *dayton, ohio*

JULY PULSE – 12 of the top 15 once-a-week shows.
FIRST 2 top 10 multi-weekly shows originate in our studios.

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People

from **ROBERT JAY MISCH**, *v.p. & account supervisor, Al Paul Lefton Co., Philadelphia*

Television producers are people—therefore, all people are producers

What is it about tv that makes supermen out of mice? The nicest, quietest, best behaved account executives, assistant account executives, junior account executives, copy chiefs, art directors, even file clerks, all make like Belascos as soon as they're within hailing distance of a tv studio. As if this wasn't bad enough, clients who formerly were sweetness and light, except when a red pencil disturbed the even tenor of their ways, suddenly open their collars, pull their necktie knots down to half mast, muss their hair, and bellow at people standing right by their shoulder.

It must be a virus. Those isolation booths probably need fumigating or something. But the epidemic is severe all right. Vaccine—there is none yet discovered except the rather radical antibody known as "lost-accountosis"!

Perhaps I should be a little more specific. Here's the Gooy-Chewy Jelly Bean company. For years they've been happy, courteous, successful, friendly, sixth page advertisers in *Life*, fifth page advertisers in *American Weekly* and full page advertisers in *The Confectioners Journal*. Oh, to be sure, once in a while a headline needed beefing up, from "You never tasted jelly beans like Gooy-Chewys" to "You've never *really* tasted jelly beans until you've *tried* Gooy-Chewys," but on the whole, serenity was the order of the day, until . . . Until that fateful day when the IWW-TV salesman got loose in the ad manager's office, and sold him on the idea of tv.

Now, you should just see what's happened to old Bill Glotz, and not only Glotz, the ad manager, but Snell, his agency account executive. Maybe they were both frustrated in their younger days; maybe the other kids threw spit balls at them; maybe their mothers were both frightened by a May fly, but it doesn't seem likely that tv would hit both the same way. Yet it has.

They swoop into the station together. Imperiously, they commandeer an elevator and rise to the sixth floor. Why they stop there, and don't keep going up, only God knows. He doesn't want them. The station rep greets them from the floor. Flourishes and alarums. The cast is gathered for a run-through.

The little blonde, who came to New York for music and things (and got the things), has no sooner started her lines, than . . .

"What kind of interpretation is that, anyway?" (Ad Manager Glotz).

"Yes, what kind of interpretation is that, I'd like to know?" (Account executive Snell).

"Why can't we get Kim Novak or Carol Baker or maybe Lily Langtry for that part?" (Glotz)

"Yes, why not—or even Marilyn Monroe wouldn't be bad in the part!" (Snell)

"Joe, Joe (bellow), Joe (Joe's just four feet away thinking obscene thoughts), Joe, you're supposed to be the director around here; how can you let that girl amble on as if she was going for a chocolate soda. She's a murderess . . ."

"Yes, I know she's a murderess," says Joe, slowly and carefully, munching a Miltown, "but the audience doesn't—yet. And, as a matter of fact, she *is* going down street for a soda before—"

"All right, all right. Let's get on with this. And remember Joe, I want a performance that's going to make Ed Sullivan wish he'd stayed in that newspaper office. Suppose we *are* opposite *Lucy*. What's that show got that we haven't got?"

"Maybe actors and a plot" (Joe, *sotto voce*).

Well, that gives you the idea.

There is just something about a mike, a camera and a studio that brings out all the id that's been bottled up in men for years.

I say, let's stop all tv for a while. Fill the studios with couches (there could still be an audience, even audience participation). Hire all the analysts in town at wholesale, and see if we can't turn the Glotzes and Snells into people again.

Robert Jay Misch, b. Nov. 11, 1905, New York City, B.S. magna cum laude, *Dartmouth College, '25. First advertising job: copy cub with George L. Dyer agency. In 1926, freelancing on side for* New Yorker *magazine ("Manhattan Manual" series), switched to Albert Frank & Co. (forerunner of Albert Frank-Guenther Law Inc.) after that agency sought copywriter familiar with* "New Yorker-*style." In 1938 moved to Al Paul Lefton Co., New York and Philadelphia, as vice president, has been there ever since, now as v.p. and supervisor on RCA Electronics Div., Jos. Martinson's Coffee, B. Manischewitz & Co. and other accounts. Mr. Misch is food editor and author; executive committee chairman, Wine & Food Society; regular contributor to national magazines, and author of* Foreign Dining Dictionary. *Married in 1938 to Janet B. Wolff. Misches and two daughters live in Manhattan and Bedford Village, N. Y.*

Yellow Journalism?

THERE are signs of ugly, vicious and totally irresponsible tactics being put into play by some of the principal competitors of the broadcast media.

Whatever its inspiration, the campaign to vilify television is gaining intensity. Newspapers have bled the quiz-show scandal down to its last drop of value to themselves, and, as we have said before, they will do the same any time television even appears to have stubbed its toe.

In its Oct. 13 issue *Newsweek* magazine, which we have regarded as a responsible journal, presents a "special tv-radio report." The total effect of this piece is to convince a reader that there is nothing on television but crime, violence, mayhem and death; that television creates crime and corrupts morals. The piece, bannered in yellow on the cover, is titled "Dial Anything for Murder." A cutline advises: "When in Doubt, Garrote."

We cannot help wondering whether the yellow banner was a Freudian slip. Were the editors confessing, unconsciously, that this was yellow journalism of deepest dye?

More "special reports" on television are on the way. Another newsweekly has been at work on one, and *Fortune* is preparing a piece expected to appear later this year. If the tack reportedly taken in some of the interviews offers any clue, the piece will toss to television a redolent bouquet of poison ivy.

From the grass roots, meanwhile, come reports that are even more alarming. These accounts say that at the local level newspapers are beginning to put the finger on Buick dealers and distributors for help in getting back some of the Buick money lost by the print media to television [ADVERTISERS & AGENCIES, Oct. 6].

At its basest, this pressure is said to include the suggestion, if not the outright threat, that unless Buick reallocates heavily to newspapers, then parent General Motors is going to suffer in the news columns. This sort of pressure is as indefinable as it is reprehensible. When advertising allocations are allowed to color news treatment, the free press becomes the kept press.

Newspapers are just not that bad—that they have to be "sold" in any such way. But they will become that bad, and worse, if this underhanded tactic is used. Advertisers and agencies will suffer, too, when threats of "no news but bad news" upset carefully documented media strategy.

Television clearly is in for rough-and-tumble competition, whatever form it takes in detail. Its leaders had better get ready to fight back—and that means every one from the smallest station to the biggest, the networks and TvB.

Responsible Journalism

THE printed media's attack on television comes at a particularly inappropriate time.

October is set aside by the print media for celebration of Audit Bureau of Circulations month.

The Audit Bureau represents the highest type of effort by media to supply accurate information for advertisers.

It is an unhappy coincidence that while newspapers and magazines are observing ABC month they are stooping to the lowest type of competitive selling.

Nearly 4,000 advertisers, advertising agencies and publications make up the membership of the non-profit organization known as the Audit Bureau of Circulations. The objective of ABC is to supply advertisers with accurate, verified information about the net paid circulation of all publisher members. ABC is held in high esteem because of the rigorous audits to which its members are subjected. The audit shows how many people think enough of a publication to pay for its delivery.

BROADCASTING joined ABC in 1956 in the belief that its advertisers had a right to know what they were getting for their space dollars. BROADCASTING is the only business paper in the radio-tv field qualified to hold membership in this exclusive group. Others have tried, even to the point of cutting their subscription rate by two-thirds, but still could not make the grade.

This month BROADCASTING observes its second anniversary as a member of ABC, privileged to display insigne carried on our masthead page. This month BROADCASTING observes another anniversary. We will begin our 28th year on Oct. 15, proud of our membership in the society of responsible publications and equally proud to serve the unsurpassed arts of communications that are radio and television.

Drawn for BROADCASTING by Sid Hix

"It's a rating outfit. What program are we viewing?"

Journalism Under Fire

IT seems to us that if anybody will be the loser in the U.S.S.R.'s expulsion of the CBS correspondent from Moscow last week, it will be the U.S.S.R.

Intelligent world opinion certainly will not agree with the Soviet that the CBS presentation of a fictional, dramatic work which happened to make the Soviet hierarchy look like the thugs they are was proper cause for the Soviet to retaliate by kicking out a CBS newsman who had nothing to do with the entertainment side of broadcasting.

Everyone except the Communist Party faithful will realize that this was another illustration of the Soviet's fundamental hostility toward freedom.

The Soviet has made itself look foolish by declaring war on a private U. S. company.

We doubt that the action will cause Bill Paley to strike his colors at 485 Madison Ave.

We doubt that the American public will be seriously deprived by the loss of CBS Moscow service. All correspondents in Moscow are hamstrung by inescapable censorship.

The incident does nothing but emphasize the Soviet hierarchy's terror at the thought of anyone questioning its divinity. Ruthlessness can become laughable at times.

The Size of Broadcasting

WITH clever manipulation, cold statistics can be converted into hot arguments.

Take some of the mass of statistics compiled for the 1958 BROADCASTING YEARBOOK, which is now in the mails.

Anyone who dislikes big business only because it is big could use some of these statistics to argue that broadcasting is ripe for tighter government control because it now does an annual volume of much more than $1 billion in time sales and has a payroll considerably bigger than half a billion dollars a year.

Fortunately for those with opposite views, there are plenty of statistics to counter that argument. The total size of broadcasting is impressive, to be sure, but it is composed of hundreds and hundreds of companies and proprietorships, many of them small. More than half of the radio stations on the air employ staffs of 10 or fewer. Nearly half the television stations have staffs of 50 or fewer.

By comparison it is interesting to note that one corporation in another field—General Motors—has more than half a million people on its payroll.

In our view the statistics of broadcasting add up to a fascinating story of a business which has grown big and healthy because the little businesses which it consists of have multiplied and grown.

From sign-on to sign-off, Sunday

through Saturday, more people

watch KSTP-TV than any other

station in the Northwest market!

ARB Metropolitan Area Report, August 1958

KSTP television

Basic NBC Affiliate

50,000 WATTS

MINNEAPOLIS · ST. PAUL

"The Northwest's Leading Station"

CHANNEL **5**

Represented by Edward Petry & Co., Inc.